MAY 9, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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This is the spot for a commercial

Decisions can wait till 9 A.M. Right now his mind is on your message! Multiply this receptivity by millions of commuters and you'll see why Spot Radio pays off big for national advertisers.

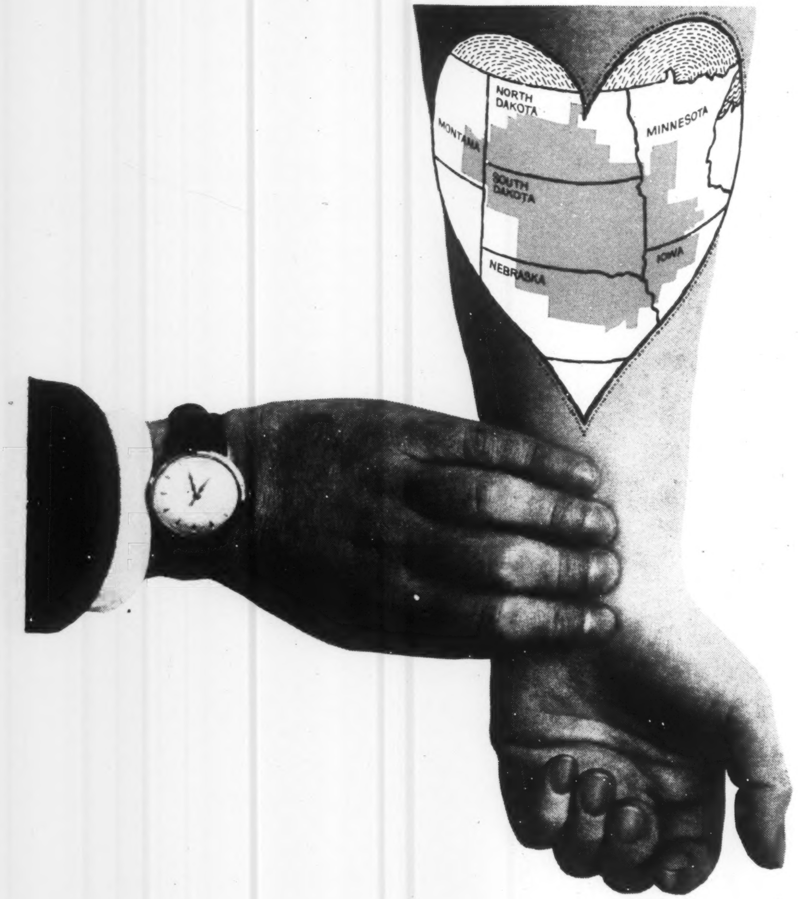
KOB	Albuquerque	KFAB	Omaha
WSB	Atlanta	WIP	Philadelphia
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WJAR	Providence
WFAA	Dallas—Ft. Worth	WRNL	Richmond
WKMH	Detroit	KCRA	Sacramento
KPRC	Houston	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KOBY	San Francisco
WISN	Milwaukee	KMA	Shenandoah
KSTP	Minneapolis—St. Paul	KREM	Spokane
WTAR	Norfolk	WGTO	Tampa—Orlando
		KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

EW YORK · CHICAG · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS



BIG AGGIE IS HALE AND HARDY AT 37

"Strongest Pulse in 84 counties," reported the eminent diagnostician, Dr. Sydney Roslow. He was referring to a lady friend of ours who recently consulted him on the state of her 37-year-old health.

Big Aggie (also known as WNAX-570) is not only the most hale specimen in her part of the country, she's also one of the hardiest examples of mid-century radio in the entire U.S. She serves two and a quarter million people.

Consider: In an 84-county area, against competition from 66 other radio stations in five states, WNAX-570 has:

- Top rating in 360 of 360 quarter-hours
- 7.4, average rating
- 315 ratings over 6.0
- 95 after-six-pm ratings over 6.0 (and one under 4.1)

America's 40th Radio Market

These data, the highlight findings of an October, 1959, Area Pulse, confirm WNAX-570's standing as *the* station for a soil-oriented empire that ranks as America's 40th radio market.

WNAX-570's #2 Market Coverage Area accounts for more gross cash farm income than any single state, other than California and Iowa; 175 counties big, with over 2 million people, and more than 600,000 radio families. Big Aggie Land ranks second in dollars from livestock sold; fourth in crops sold.

WNAX-570 CBS RADIO

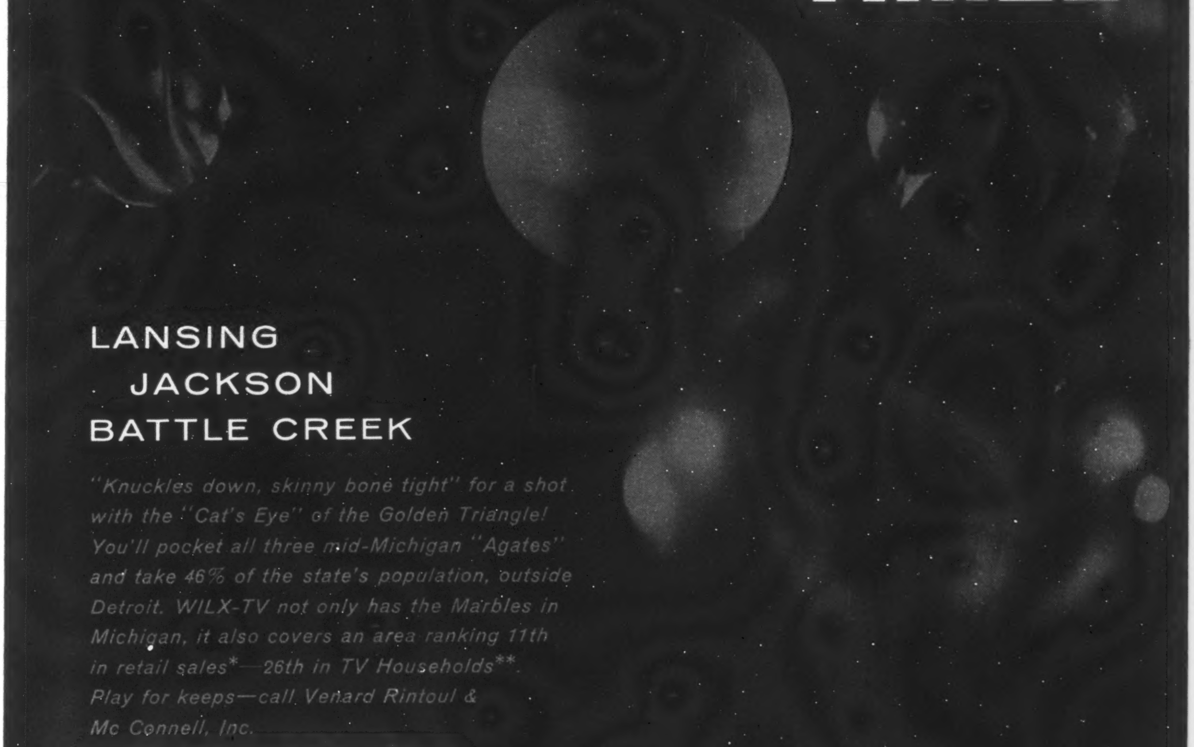
PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa Yankton, South Dakota
Represented by Katz

N. DAKOTA
MINNESOTA
S. DAKOTA
NEBRASKA
IOWA

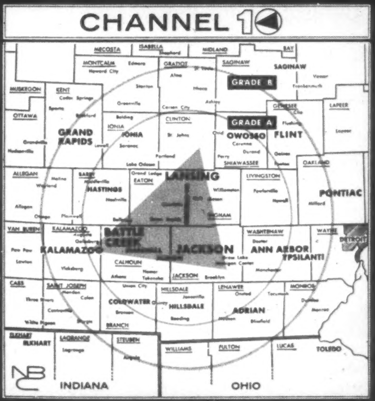
PEOPLES BROADCASTING CORPORATION
WNAX, Yankton, S.D.
KVTV, Sioux City
WGAR, Cleveland, Ohio
WRFD, Columbus, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.

ONE SHOT TAKES ALL THREE



LANSING
JACKSON
BATTLE CREEK

"Knuckles down, skinny bone tight" for a shot with the "Cat's Eye" of the Golden Triangle! You'll pocket all three mid-Michigan "Agates" and take 46% of the state's population, outside Detroit. WILX-TV not only has the Marbles in Michigan, it also covers an area ranking 11th in retail sales—26th in TV Households**. Play for keeps—call Venard Rintoul & Mc Connell, Inc.*


CHANNEL 10
GRADE B
GRADE A
GRAND RAPIDS
LANSING
OWOSSO
FLINT
PONTIAC
HASTINGS
BATTLE CREEK
KALAMAZOO
JACKSON
ANN ARBOR
YPSILANTI
DETROIT
COLDWATER
HILLSDALE
ADRIAN
ELKHART
TOLEDO
SAGINAW
IONIA
INDIANA
OHIO
NBC

*SRDS Consumer Market Data

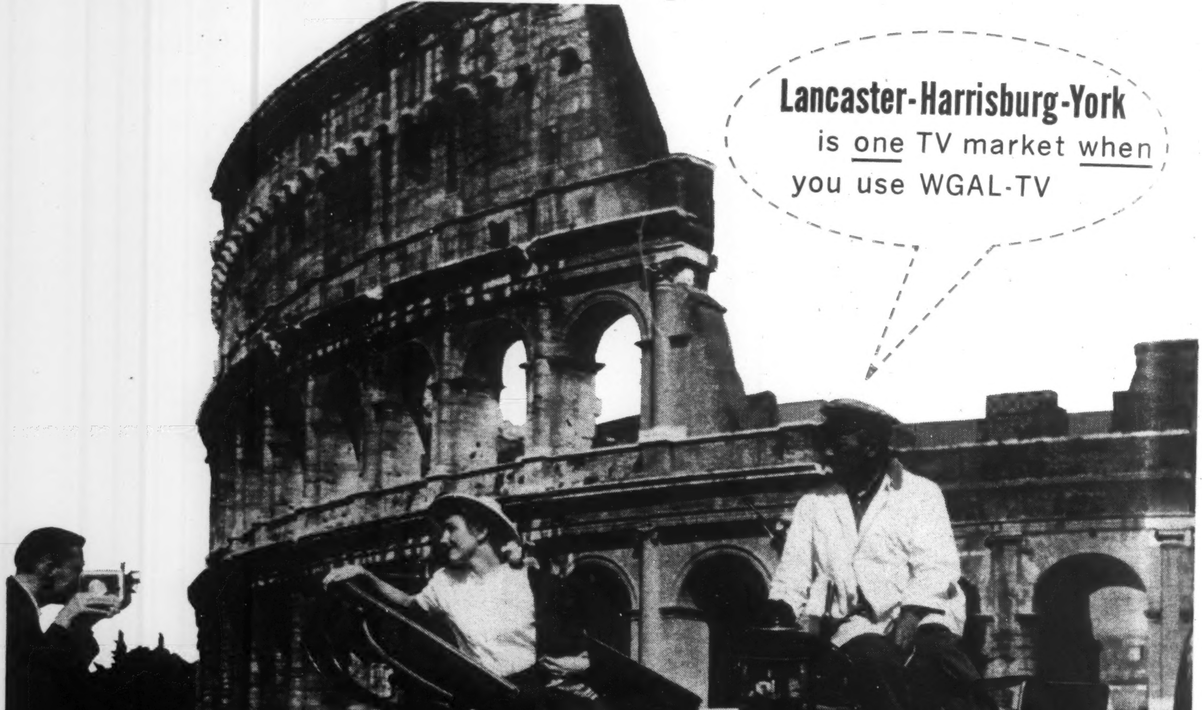
**Television Age 100 Top Markets 11/30/59

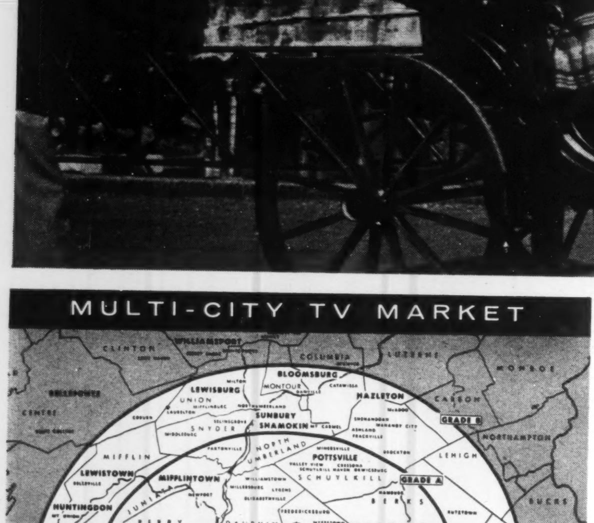
WILX TV

SERVING MICHIGAN'S
GOLDEN TRIANGLE

WILX is associated with **WILS** — Lansing / **WPON** — Pontiac

Everywhere people are saying . . .


Lancaster-Harrisburg-York
is one TV market when you use WGAL-TV
27


MULTI-CITY TV MARKET
CLINTON
WILLIAMSPORT
LYCOMING
COLUMBIA
LUZERNE
BLOOMSBURG
MONROE
LEWISBURG
UNION
SUNBURY
SHAMOKIN
HAZLETON
CARBON
SNYDER
NORTHUMBERLAND
GRADE B
MIFFLIN
POTTSVILLE
SCHUYLKILL
LEHIGH
LEWISTOWN
MIFFLINTOWN
GRADE A
HUNTINGDON
JUNIATA
BERKS
PERRY
DAUPHIN
READING
LEBANON
HARRISBURG
CARLISLE
CUMBERLAND
SHIPPENSBURG
YORK
LANCASTER
CHESTER
ADAMS
CHAMBERSBURG
FRANKLIN
GETTYSBURG
HANOVER
COATESVILLE
WAYNESBORO
HAGERSTOWN
CARROLL
WESTMINSTER
CECIL
HARFORD
FREDERICK
HOWARD
MONTGOMERY
LOUDOUN
MR CHANNEL 8
8
NBC and CBS
316,000 WATTS

WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Fight on toll tv ■ Johansson-Patterson fight June 20, for which closed circuit rights were procured by TelePrompTer, will be fed into community antenna systems on "home pay-tv" basis. It's learned that Irving B. Kahn, TelePrompTer president, already has applied to AT&T for lines and that some 50 catv systems have "requested" to be tied into closed circuit theatre telecast, scheduled from New York at 10:30 p.m. EDT. Included probably will be three catv systems owned by TelePrompTer (Silver City and Farmington, N.M., and Rawlins, Wyo.).

Mr. Kahn declined statement on fees or how collections would be made but said it would be on fee rather than sponsorship basis. Pre-fight tv rights have been sold to Philco for $100,000, likely to be on ABC-TV. Radio rights previously had been sold to ABC for $200,000 gross. Bristol-Myers, through Ogilvy, Benson & Mather, N.Y., has bought half of sponsorship for Bufferin, Vitalis and Trig. TelePrompTer also has developed its own pay-tv scrambling device.

Cliff hangers ■ In "anything can happen" state are two pending nominations for FCC but not because of indicated opposition to either nominee—Commissioner Robert E. Lee or Commissioner-designate Edward K. Mills, both Republican. Unrest has been precipitated on Senate Commerce Committee because of failure of President Eisenhower to reappoint William R. Connole, Connecticut independent, to Federal Power Commission. If this flares into open, it's possible other nominations, including those to FCC, will be caught in political bind. Mr. Lee was appointed for seven-year term to succeed himself, effective June 30, while Mr. Mills was named to fill unexpired portion of term of resigned Chairman John C. Doerfer, or until June 30, 1961.

Outlook is bleak for clearance of FCC Commissioner-designate Mills on another count. Indications are that Attorney General Rogers has no alternative but to rule that Mr. Mills is disqualified under "conflict of interest" law specifying that no member of FCC may hold stock interest in any licensee or communications company subject to FCC jurisdiction. Lifetime family trust, administered by New Jersey bank, includes Westinghouse and General Electric stock in portfolio, and trustees thus far have refused to sell for tax reasons. Attorney General must submit findings to Senate Interstate Commerce Committee before it considers Mills nomination.

San Diego dickering ■ Among prospective purchasers of KFSD-AM-FM-TV San Diego is Times-Mirror Broadcasting Co., owner of independent KTTV Los Angeles, but present owners (*Newsweek* Magazine, 46%; Fox Wells & Rogers, 43%) have had other offers and have not yet made up minds whether 100% will be sold. *Newsweek* wants to sell its interest, but nothing is expected to happen within next 30 to 60 days. Several inquiries have been received since disclosure in BROADCASTING (CLOSED CIRCUIT, May 2) of withdrawal of Triangle Publications, which had negotiated $7 million transaction.

It was ascertained last week that Richard A. Moore, president of KTTV, had conversations with Howard Stark, New York broker, and James G. Rogers, representing KFSD ownership. Ch. 10 KFSD-TV is affiliated with CBS, as is 5 kw KFSD (600 kc). Fox Wells & Rogers may want to retain part of its interest. Price for 100% has centered around $6 million cash plus about $1 million in liabilities.

Place to complain ■ Upcoming at FCC is new Complaint Bureau, at sub-commission level. Tacit approval was given last week on proposal, made by Chairman Fred Ford, to establish unit, which would be on equal footing with other bureaus and which would channel all complaints from public, congressional and other sources, to appropriate authorities. Final action was deferred until this week.

New broadcast union ■ Communications Workers of America has decided to move into broadcasting. Its organization of technical employes at WFMY-TV Greensboro, N.C. (story page 82), is its first wedge into television-radio field, and union's headquarters makes no effort to conceal intentions to expand. CWA (which has been tinged with radicals in past) has 340,000 members in communications and electrical manufacturing, but until now has stayed out of broadcasting.

Does CWA plan jurisdictional wars with other unions now entrenched in broadcasting? CWA spokesman said last week union would make no passes at stations where National Assn. of Broadcast Engineers & Technicians already has contracts. What about facilities where International Brotherhood of Electrical Workers represents employes? CWA doesn't think IBEW has jurisdiction in broadcasting. All three unions are now in merged AFL-CIO. Before merger of two giant unions, CWA and NABET were CIO; IBEW was AFL.

Non-political ■ FCC apparently isn't going to stick its neck out on political free time bill (see editorial, page 114). Although it is drafting rather pointed comments on impracticability of proposal and also raises questions about constitutionality, FCC won't get into political area on ground that it does not regard itself competent to comment. It will point out, however, that all tv stations can't be linked simultaneously because of time differentials, such as Alaska and Hawaii; that FCC doesn't license networks and that interconnection costs, etc., would prove onerous financial burden.

Draft board ■ Attorneys for networks and NAB are working with House Commerce Committee legal staff in drafting amendments to prohibit improper practices turned up by Oversight Committee. Although proposals being studied are those to which there's no concerted broadcaster opposition, it's known that committee is disposed to go considerably beyond such evils as payola, quiz rigging and other practices that now are virtually non-existent.

Chairman Oren Harris (D-Ark.) is in favor of far-reaching amendments giving FCC new sweeping powers over station transfers, network operations, and suspension of licenses, going beyond that which FCC itself espouses. What's expected to come out of sessions, however, will be reasonably non-controversial amendments that industry lawyers feel they can support, although there's no assurance that committee won't tack on more rigorous proposals.

Retrenchment ■ Kenyon & Eckhardt, New York, has pared commercial production personnel by at least two including John Murphy, vice president and director, and producer George Lawrence. Agency said cut was "adjustment," denied it was part of major shakeup. K & E lost RCA's $12 million account (at least $9 million in network tv) effective last January, and Pepsi-Colo ($10-$12 million in total) this spring (BROADCASTING, April 11).

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MICHIGAN – YOUR OPPORTUNITY

Michigan
Week
May 15-21

STATE OF PROSPERITY

Fastest population growth of any state except California and Florida . . . that's MICHIGAN, a great market with great big buying incomes. Center of the nation's skilled labor supply. Highest average take-home pay in the nation.

And right in the heart of the busiest, most profitable part of the Michigan market, there's WJBK-TV, consistently the No. 1 station in the great 5th market. There's money for you in Michigan . . . and Detroit's Channel 2 to head it your way.

a **STORER** station

WJBK-TV DETROIT
CHANNEL 2 CBS

NATIONAL REPRESENTATIVES: **THE KATZ AGENCY**

WEEK IN BRIEF

Mr. Johnson

Computer anybody? ■ That's what is needed to figure out the higher mathematics, intricate and confusing details of the new rate cards the tv networks have released. However complete and scientific they may be, the new rate cards "may well be working at cross-purposes with an otherwise effective medium," says Arnold E. Johnson, vice president and director of broadcast facilities, Needham, Louis & Brorby in this week's Monday Memo. Page **20.**

Rarin' to go ■ Senatorial watchdog committee on political broadcasting poised to exert heavy pressures in this election year. Chairman Yarborough has ideas about fair play and impartiality—and they go far beyond the strictures of Sec. 315. Page **27.**

Shulton's 'Race' ■ Here's the list of network shows that the *Race for Space* bumped off during its one-night stand. Page **30.**

Program authority ■ FCC tells staff to prepare document upholding its right to look at over-all programming; rulemaking proposal may follow if majority feels more information is required. Page **46.**

Payola hearing ends ■ ABC-TV star Clark, AB-PT President Goldenson wind up Oversight hearings, both claiming they may have been unwise, but their intentions were honorable. Page **50.**

Preview idea commended ■ FTC Chairman Kintner warms to Clipp program to establish previewing facilities in Tv Code Office for tv commercials. Move could be "productive and economical," he says in speech to Station Representatives Assn. Page **58.**

Chairman's trip ■ FCC Chairman Frederick W. Ford had a busy week, speaking at two broadcast conventions. The chairman was highly critical of tv's "violent" programs, on one stop, and told broadcasters they could not regulate themselves without a government enforcement system, on the other. Page **60.**

Flood tide ■ One of the biggest responses to an FCC notice brought 500 highly critical briefs on the commission's Sec. 317 interpretation. Broadcasters rallied 'round the flag on this occasion with unanimous disapproval. Page **64.**

The Philadelphia story ■ Philco charges NBC has disregarded local needs in Philadelphia in operation of WRCV-TV, files application with FCC for ch. 3 allocation assigned to network station. Page **70.**

Praise & criticism ■ The broadcasting industry gets both at the Ohio Institute for Education by Radio-Television. Page **74.**

One-track vtr ■ Society of Motion Picture & Television Engineers' convention hears about new Japanese video tape machine. Page **88.**

RCA's first quarter record ■ $361.2 million in sales and net profit of $13 million reported for first three months of 1960. Stockholders also hear of NBC's best first quarter in sales and earnings in network's history. Page **91.**

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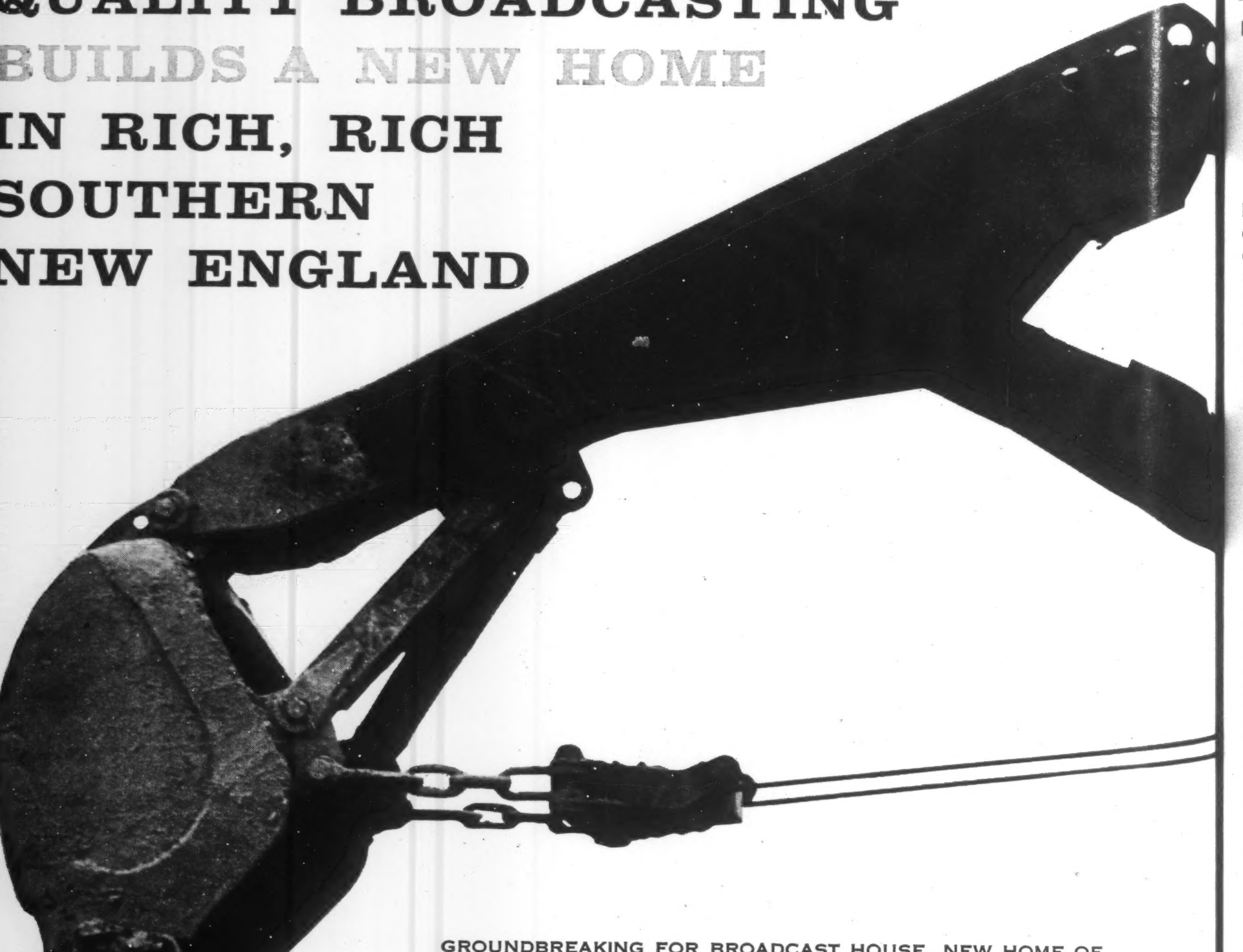
BALANCED PROGRAMMING . . .

MEANS LISTENER LOYALTY

. . . and 30 years of KTRH programming has developed a pattern of listener loyalty blanketing over 80 counties, serving over 1,087,100 radio households and extending over 60,000 square miles. Comprehensive news reporting, tasteful music, sports, farm information and variety give KTRH the popular balanced programming that benefits over four million people.

KTRH
50,000 WATTS — 740 KC
—CBS—
HOUSTON, TEXAS
Represented by Peters, Griffin and Woodward, Inc.

QUALITY BROADCASTING BUILDS A NEW HOME IN RICH, RICH SOUTHERN NEW ENGLAND



GROUNDBREAKING FOR BROADCAST HOUSE, NEW HOME OF WTIC AM-FM-TV, MARKS THE BEGINNING OF CONSTRUCTION OF HARTFORD'S CONSTITUTION PLAZA, ONE OF THE MOST EXCITING URBAN REDEVELOPMENTS IN THE NATION. SCHEDULED FOR COMPLETION IN JANUARY 1961, BROADCAST HOUSE WILL BE A MODERN STRUCTURE OF QUALITY, BEFITTING THE HIGH STANDARDS OF BROADCASTING PERENNIALLY ASSOCIATED WITH WTIC RADIO AND TELEVISION.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

REGULATION OF NETWORKS

FCC will urge that, but not licensing

FCC has given final approval to legislative comments recommending that radio and tv networks be placed under direct government regulation—without requiring that they be licensed. Spokesman said Friday (May 6) that all commissioners are in "general agreement" with only editorial changes to be made in draft to be sent to House Commerce Committee (CLOSED CIRCUIT, May 2, April 25).

Commission will tell House that networks perform many functions in selection, supervision and control of programs virtually to exclusion of affiliates. Licensees, it was concluded, are limited in their ability to discharge positive control over broadcast matter by affiliation agreements. While acknowledging that many benefits have accrued to broadcasting through the activities of networks, FCC concludes that "the present statutory pattern, which places the entire responsibility for broadcast matter on individual station licensees, has been so affected by the realities of network broadcasting that it is no longer adequate to provide reasonable assurance that the airways will be used in the public interest solely through regulation of station licensees."

In form of comments on HR 5042, introduced by Rep. John Bennett (R-Mich.), and Rep. Oren Harris' (D-Ark.) HR 11340, FCC will ask that any legislation be limited to authorizing agency to adopt own rules and regulations to control networks. Regulation should not extend beyond practices which may adversely affect ability of stations to operate in public interest, FCC feels, and asks that it be given plently of leeway to use "sound discretion and considered judgment."

Commission document hits provisions of bills which define networks and limit regulation to "national networks." Suggesting that network be defined in broad rather than unduly limited terms of present bills, FCC proposes following language: "Network means a person or organization which, as a part of its regular business, by contract or agreement, express or implied, with two or more stations, offers or supplies program service to such stations under prescribed conditions for the purpose of effecting a coordinated broadcast of identical programs by such stations."

Limiting regulation to "national networks" may leave substantial portions of "network" industry to operate contrary to public interest, FCC feels.

No License Needed ▪ Primary reason for licensing stations is shortage of spectrum space, FCC will tell Congress, and this consideration is lacking in operation of networks. To license networks would assume that there is privilege involved, which is not case, and would lead to many complex legal and administrative problems.

FCC proposes that Communications Act be amended to require networks to file ownership reports, operation policies and practices and other information that may be required. Further amendments would charge commission with classifying networks. Indication of general areas of regulation should be given by including following changes in act, commission said:

Rules and regulations may include, but not be limited to, (1) requiring networks to exercise supervision and control of programs offered affiliates; (2) prohibiting any network from giving unfair advantage to any affiliate in any way; (3) prohibiting exclusive affiliation or territorial exclusivity; (4) requiring "reasonable distribution" of programming to stations; (5) prohibiting discriminatory practices in selection of affiliates.

FCC will ask for authority to compel compliance by networks with rules that would be adopted and to issue cease and desist orders.

Blue chips

Exclusive club (51 members) of companies on N.Y. Stock Exchange which had sales or revenues of billion dollars or more last year includes several either in, or catering to, broadcasting. List, published in new edition of monthly *Exchange*, includes General Electric Co. with 1959 volume of $4,349,500,000, Westinghouse Electric Corp. with $1,910,700,000, Radio Corp. of America with $1,395,600,000 and General Telephone & Electronics (Sylvania parent) with $1,081,100,000.

M-E executives see big decade for radio

Radio faces decade of notable progress if medium takes advantage of fast-expanding markets and provides public with quality programming, Ohio Institute for Education by Television and Radio was told Friday in Columbus (early story page 74).

Marion Harper, president-board chairman of McCann-Erickson, portrayed 1960s as "decade of incentive" with increased income, more discretionary spending and more leisure. He spoke via closed circuit from New York. Matthew J. Culligan, general corporate executive of McCann-Erickson, said "omnipresent radio is designed for a nation on the move." Sylvester J. Weaver, board chairman of McCann-Erickson International, speaking by tape from London, called radio "the great informational breakthrough of our time."

After hearing several educators at institute spout torrents of criticism about radio, William J. Kaland, national program manager of Westinghouse Broadcasting Co., tore into them for clichés about outmoded programming, trashy music and failure to educate public. "I want to dispel your illusions that broadcasters live constantly in mortal fear of finger-pointing by advertising agencies," he said. He chided educators for their own out-moded teaching methods and suggested they abandon the "siren song of government control" as way to improve broadcasting.

Metropolitan report

Metropolitan Broadcasting Corp. today (May 9) is announcing first-quarter gross revenue of $6,936,936, with income before depreciation and other non-cash charges of $760,491 (45 cents per share) and net income after taxes and charges of $150,689 (9 cents per share). Because of acquisitions and issuance of new stock, results are not comparable with 1959, John W. Kluge, chairman and president, said.

In February Metropolitan acquired WIP Philadelphia; KOVR (TV) Stockton-Sacramento, Calif.; WTVH (TV) Peoria, Ill., and Foster & Kleiser outdoor advertising firm. Other Metropolitan stations are WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK-AM-FM Cleveland. Awaiting FCC approval are acquisitions of WTVP (TV) Decatur, Ill., and international station WRUL.

AT DEADLINE CONTINUED

Capital Cities report

Capital Cities Broadcasting reported doubled 1959 volume to stockholders last week: gross income $6,067,424 ($2,880,003 in 1958), operating profit $746,164 ($384,985 in 1958), net income $380,545 ($314,050 in 1958), cash flow $1,027,742 ($558,755 in 1958). Capital Cities stations: WPRO-AM-FM-TV Providence, R.I., WROW-AM-FM-WTEN (TV) Albany, N.Y., and WTVD (TV) Durham, N.C. Addition of Providence stations in April 1959 to Capital Cities lineup accounts largely for sharp increase in gross.

No equal time

WCHS-TV Charleston, W.Va., has declined demand of GOP Chairman Thruston B. Morton for equal time for Republicans in answer to Humphrey-Kennedy debate May 4 (see page 29). Station, which originated broadcast, told Republican chief that his demand could not be accepted and that "your charges against this station as well as against the distinguished senators who participated are utterly unfounded." Sen. Morton alleged debate was rigged as attack on Republican Party. Hawthorn D. Battle, president of WCHS-TV Inc., said if GOP had had presidential candidate in West Virginia primaries, station would have been glad to put him on camera.

Udall backs off from his own free time bill

Rep. Stewart Udall (D-Ariz.) has decided his bill (HR 11260) requiring networks to give free time to major presidential candidates is "superfluous" and has asked House Commerce Committee to table it. Arizonian disclosed Friday (May 6) that NBC plans for presidential candidates' debates (BROADCASTING, April 25) will accomplish same purpose as his bill and that he has so informed NBC Board Chairman Robert Sarnoff. Hearing on similar bill begins in Senate next Monday (see story, page 29).

Florida vhf sold

Sale of WJDM-TV Panama City, Fla., by Mel Wheeler to *Albany* [Ga.] *Herald*-WALB-AM-TV for $340,000 cash was announced Friday. Mr. Wheeler also owns WSCM Panama City Beach and WKRT Coca Beach, both Florida. WJDM-TV is independent and operates on ch. 7. Broker was Paul H. Chapman Co.

WEEK'S HEADLINERS

MR. PATT

MR. KRAMER

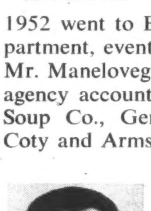
John F. Patt, president of WJR Detroit and WJRT (TV) Flint, both Michigan, named chairman of board of The Goodwill Stations Inc., which owns both stations. **Worth Kramer,** executive vp and board member, appointed president, succeeding Mr. Patt. Mr. Patt, with WJR since 1926, served as assistant manager from 1926-1930 before moving to Cleveland to become vp and general manager of WGAR, first affiliate of WJR. He was elected to board in 1939 and in 1950 was named president of WJR and KMPC Los Angeles, then under common control with WJR. He was first president of Ohio Assn. of Broadcasters in 1934, president of Broadcast Pioneers in 1957-1958 and currently is serving third term as director of NAB. Mr. Kramer joined WJR in 1946 as program director. He was appointed assistant general manager in 1948, vp and general manager in 1950 and executive vp in 1957. He also served as chairman of NAB Standards and Practices Committee.

Democratic National Committee has announced appointment of **Dore Schary,** motion picture producer and playwright, as co-ordinator for Democratic Committee for the Arts. Among others on committee: **Allen Rifkin,** film and tv writer-producer as national director; **Harry Ackerman,** Screen Gems, for film television; **David Susskind,** tv producer, live television; **Robert Hinckley,** former ABC vp, radio.

Seven divisional vice president appointments announced Saturday (May 7) by RCA: **Charles H. Colledge,** division vp and general manager, Broadcast and Television Equipment Div., Camden, N.J.; **J. J. Graham,** division vp and general manager, Communications and Industrial Electronic Products Operations Div., Camden; **Barton Kreuzer,** division vp and general manager, Astro-Electronic Products Div., Princeton, N.J.; **S. N. Lev,** division vp and general manager, Moorestown Missile and Surface Radar Div., Moorestown, N.J.; **C. E. Burnett,** division vp, Industrial Tube Products Dept., RCA Electron Tube Div., Lancaster, Pa.; **J. B. Farese,** division vp, Entertainment Tube Products Dept., RCA Electron Tube Div., Harrison, N.J., and **Robert L. Yorke,** division vp, Commercial Records Creation Dept., RCA Victor Record Div., New York.

MR. MANELOVEG

Herbert D. Maneloveg, associate media director, BBDO, named media director, succeeding **Fred Barrett** who retired last December. Mr. Maneloveg joined BBDO in 1954 as member of media department and in mid-year 1959 was appointed one of six associate media directors in agency's reorganization. His career began in 1949 in research department of WOR New York. He joined research department at Parade Publications a year later and in 1952 went to Benton & Bowles as member of research department, eventually moving up to media buyer. At BBDO, Mr. Maneloveg also has acted in supervisory capacity on all agency accounts, most specifically, Bristol-Myers, Campbell Soup Co., General Electric, Lever Bros., General Mills, Coty and Armstrong Cork Co.


MR. GILBERT

John O. Gilbert II, sales manager of WBZ Boston, to ABC as general manager of network-owned station WXYZ Detroit, effective today (May 9). He succeeds **Harold L. Neal Jr.,** who was appointed general manager of WABC New York (WEEK'S HEADLINERS, March 18) and who last week was elected vp of ABC Div. in charge of WABC. Mr. Gilbert joined WBZ in October 1959 after six years with Knorr Broadcasting stations as general manager of WKMH Detroit-Dearborn, both Michigan.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

Steamed up by the Blair Group Plan

Good salesmen *love* to sell. Especially when you back them up with the shelf-clearing power of Spot Radio, through the Blair Group Plan.

Total Reach, 142,592,300—Over 40 radio stations in major markets are represented by Blair, the most important group of stations and markets served by one representative firm. Developed in cooperation with these stations, the Blair Group Plan covers 80.35% of the national market — or any parts of it you select.

Pick Your Markets—The Blair Group Plan is NOT a network, although in spot on Blair Stations alone, advertisers invest far more dollars than on the largest radio network. You allocate dollars market-by-market, achieving close control with complete flexibility. Plus exclusive merchandising advantages that excite the trade, and inspire your sales force.

A Plan for You—About results: ask Dash, or Marlboro, or M-G-M, or Mennen, or Odorono, or Parker Games, or Philip Morris, or Scot Tissue or Tanfastic, or United Artists, or the Tea Council of the U. S. A. Better still, ask your nearest John Blair office about a Blair Group Plan tailored to your specific objectives.

John Blair **and Company**

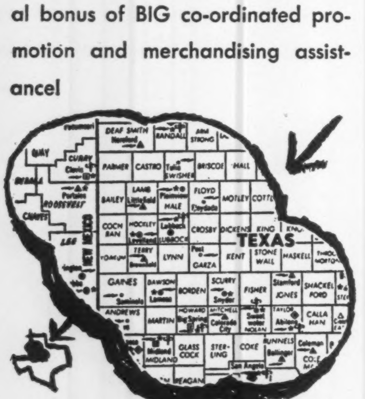
National Representative of Major Radio Stations

Yes! Blair Stations Sell

—and these are the BLAIR STATIONS:

New York	WABC
Chicago	WLS
Los Angeles	KFWB
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Cleveland	WHK
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Houston	KILT
Seattle-Tacoma	KING
Providence	WPRO
Cincinnati	WCPO
Miami	WQAM
Kansas City	WHB
New Orleans	WDSU
Portland, Ore.	KGW
Denver	KTLN
Louisville	WAKY
Norfolk-Portsmouth-Newport News	WGH
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Rochester	WBBF
Tampa-St. Petersburg	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WMBR
Oklahoma City	KOMA
Syracuse	WNDR
Nashville	WSM
Knoxville	WNOX
Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Bismarck	KFYR

There's a way to buy 4 TV markets with one purchase, . one film, one billing! AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!



BIG — for TEXAS!!
CBS

KDUB-TV KEDY-TV
LUBBOCK, TEXAS BIG SPRING, TEXAS
KPAR-TV KVER-TV
ABILENE - SWEETWATER CLOVIS, NEW MEXICO

west texas
television
network

W. D. "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

MAY

May 1-31—National Radio Month observance.

May 9-10—Annual meeting of **Assn. of Federal Communications Consulting Engineers.** Pompano Beach Club, Hamilton, Bermuda.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10—Wisconsin Fm Station Clinic, Center Bldg., U. of Wisconsin, Madison. Harold I. Tanner, WLDM(FM) Detroit, will be keynote speaker.

May 11—Radio & Television Executives Society and **The Broadcast Pioneers.** Old Timers' Day, Hotel Roosevelt, N.Y. Reunion, 11:30 a.m., luncheon, 12:30 p.m., program 1:15 p.m.

May 12—Reply comments due on proposed **FCC** rulemaking to shift Fresno, Calif., to all-uhf market.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

***May 13—Connecticut Broadcasters Assn.** annual meeting. Earl W. Kintner, FTC chairman, and Vincent Wasilewski, manager of government relations, NAB, will be guest speakers. Waverly Inn, Cheshire.

May 13-15—South Dakota Broadcasters Assn. annual meeting. Sheraton-Johnson Hotel, Rapid City.

May 14—UPI Broadcasters of Michigan. Pantlind Hotel, Grand Rapids.

May 14-16—Advertising Federation of America 2nd Dist. convention, Skyline Inn, Mt. Pocono, Pa.

May 15—Los Angeles Advertising Women annual achievements awards luncheon, noon, at Beverly Hilton, Beverly Hills, Calif. Awards for various types of broadcast and print advertising and publicity will be presented to women engaged professionally in advertising and allied fields in the 13 western states and western Canada.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 16—Iowa Broadcasters Assn. annual convention. Hotel Fort Des Moines, Des Moines.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," lm production in New York, Gold Medal Studios, 807 E. 175th St.

***May 17—Academy of Television Arts & Sciences** special meeting on ways and means of improving children's programming on tv. 8 p.m. in Humanities 1200 auditorium at UCLA, Los Angeles.

***May 17—Radio & Television Women of Southern California** award dinner. Harriet Hilliard Nelson (of "Ozzie and Harriet") will receive 1960 Genii Award. Crystal Ballroom, Beverly Hills Hotel.

May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.

***May 18**—Subcommittee of the **California State Assembly on Public Utilities and Corporations** holding hearing on pay tv at 10 a.m. in Room 1158, State Bldg. Annex, San Francisco. Chairman Rex M. Cunningham will receive testimony on types of pay-tv systems not under jurisdiction of FCC.

May 18-19—Illinois Broadcasters Assn. meeting. Hotel Orlando, Decatur. Key speakers: FCC Comr. Robert E. Lee and Walter Schwimmer, president of syndicated-package and distributor firm bearing his name.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

May 18-21—Pennsylvania Assn. of Broadcasters. Galen Hall, Reading, Pa.

***May 19—Broadcast Executives Club** "break-up party." 5 to 10 p.m., Main ballroom, Hotel Vendome, Boston.

May 19—Southern California Broadcasters Assn. luncheon meeting. MacManus, John & Adams, L.A., will present the program. Hollywood Knickerbocker.

May 20—Comments due on **FCC** rulemaking to permit daytime-only stations to sign-on at 6 p.m. local time without prior authority.

May 20—Iowa AP Radio-Tv News Assn. annual meeting. Town House, Omaha, Neb.

May 20—Western Washington AP Broadcasters' Assn. Washington Athletic Club, Seattle.

***May 20-21—Broadcasting News Seminar** co-sponsored by the U. of Washington School of Communications, Washington Assn. of Broadcasters and Radio-Television News Directors Assn. At the university.

***May 21-22—Illinois News Broadcasters Assn.** spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Inman Hotel, Champaign. Banquet speaker will be John Secondari, ABC special projects producer.

May 21—UPI Broadcasters of Illinois. Hotel Inman, Champaign.

May 22-24 — National Educational Television and Radio Center spring meeting of station managers of affiliated etv stations. LaSalle Hotel, Chicago.

***May 26-29—Federation of Canadian Advertising and Sales Clubs** annual convention. Royal Hotel, Guelph, Ont.

May 26-31—National Federation of Advertising Agencies annual management conference. Northernaire Hotel, Three Lakes, Wis.

JUNE

***June 1**—Reply comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

June 1-3—International Advertising Assn. 12th annual congress, Waldorf Astoria, New York.

***June 1-2—Assn. of National Advertisers** workshop on advertising administration and financial control. Westchester-Biltmore, New York.

***June 2—Connecticut Assn. of AP Broadcasters** study session meeting. Waverly Inn, Cheshire.

***June 2**—Oral argument before **FCC** in remand proceeding involving application for new tv stations on ch. 10, Miami, Fla.

June 2-4—Mutual Adv. Agency Network quarterly meeting, Bismark Hotel, Chicago. Morton J. Simon, agency legal counsel, will speak on "Problems of Agency Management and Operation."

June 2-4—Western Assn. of Broadcasters (Canada) annual meeting. Banff Springs Hotel, Banff, Alta. Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be keynote speaker. Business sessions, sales clinics, an awards dinner and a golf tournament are planned.

June 4—UPI Broadcasters of Pennsylvania annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.

***June 4—UPI Broadcasters of Wisconsin.** Milwaukee bureau at 918 N. 4th St.

June 4-5—Oklahoma Associated Press Broadcasters Assn. Trade Winds Motel, Tulsa.

June 5-8—Advertising Federation of America, 56th Annual Convention. Secretary of Commerce Frederick H. Mueller, FTC Chairman Earl W. Kintner and John P. Cunningham, chairman of Cunningham & Walsh will speak June 6. Hotel Astor, New York.

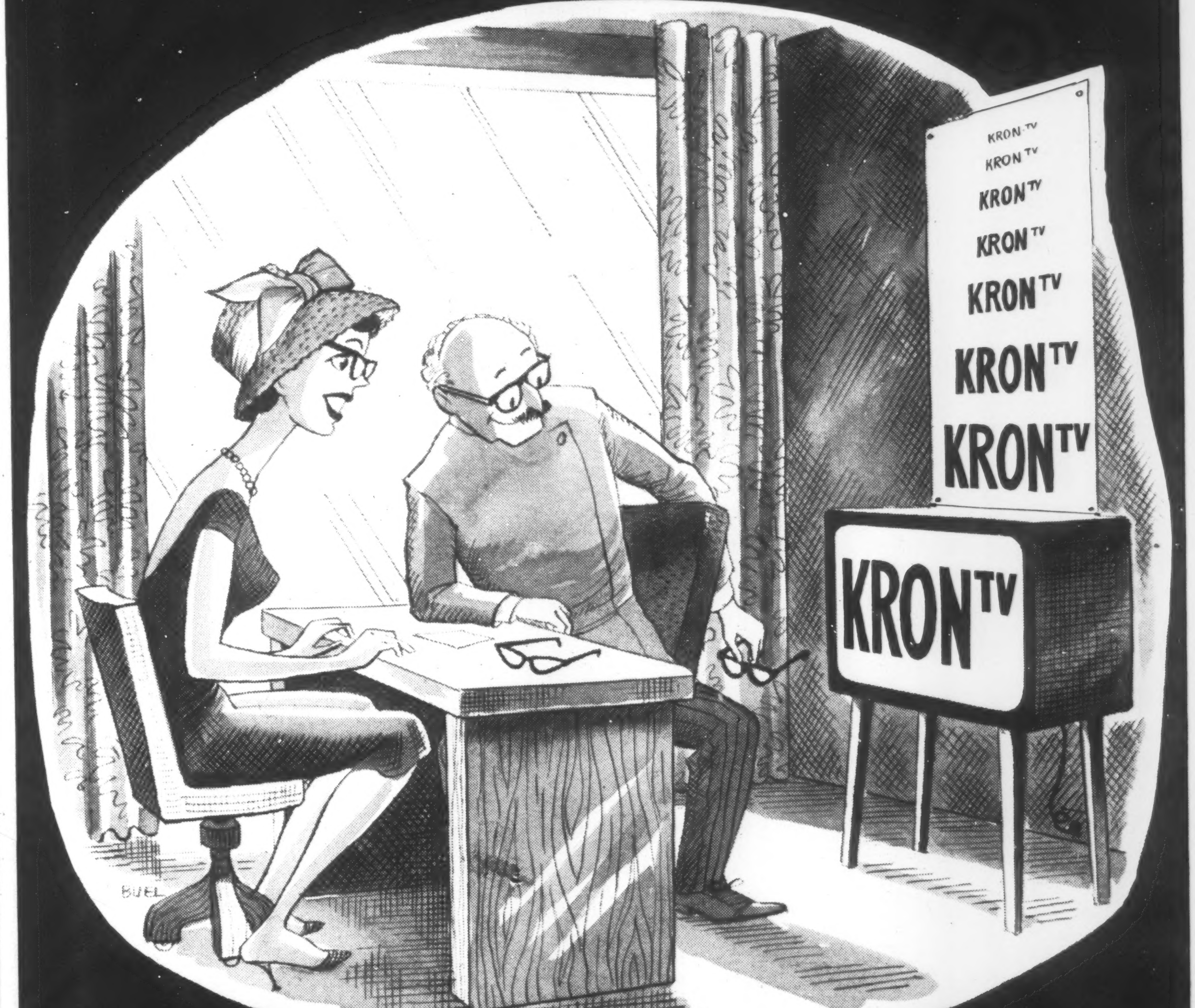
June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

June 12-17—Fourth Annual Communications In-

KRON is TV in SF


KRON-TV
KRON TV
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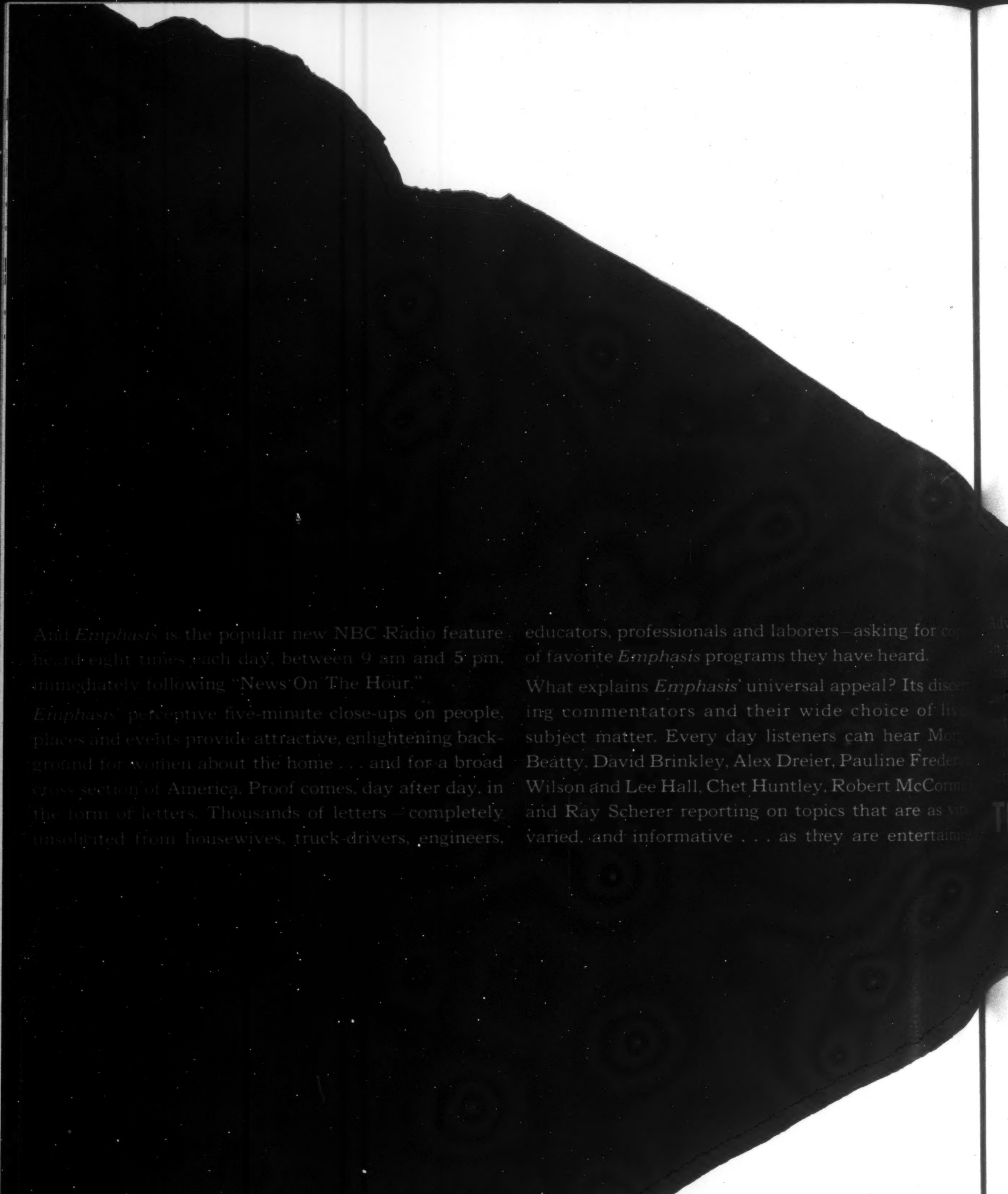
BUEL

San Franciscans are sold on KRON-TV

NIGHTTIME MINUTES AVAILABLE NOW!

Wed. -- Thurs. -- Fri.

Check KRON TV or P-G-W · SAN FRANCISCO CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·



And *Emphasis* is the popular new NBC Radio feature heard eight times each day, between 9 am and 5 pm, immediately following "News On The Hour."

Emphasis' perceptive five-minute close-ups on people, places and events provide attractive, enlightening background for women about the home . . . and for a broad cross section of America. Proof comes, day after day, in the form of letters. Thousands of letters – completely unsolicited from housewives, truck-drivers, engineers, educators, professionals and laborers – asking for co of favorite *Emphasis* programs they have heard.

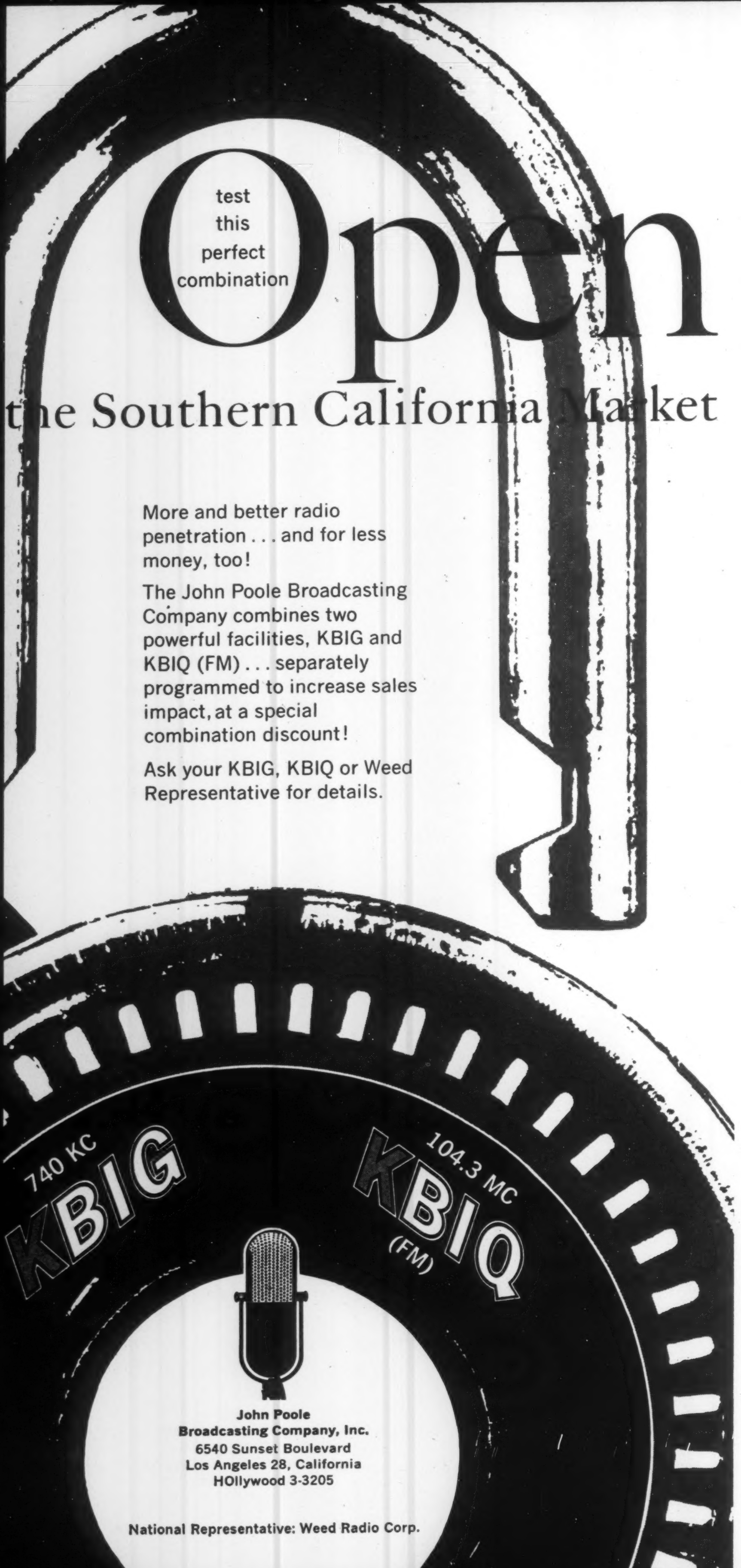
What explains *Emphasis'* universal appeal? Its disc ing commentators and their wide choice of li subject matter. Every day listeners can hear Mo Beatty, David Brinkley, Alex Dreier, Pauline Freder Wilson and Lee Hall, Chet Huntley, Robert McCorm and Ray Scherer reporting on topics that are as va varied, and informative . . . as they are entertain

Advertisers, too, will find emphatic reaction to *Emphasis.* ust one week 10 announcements will deliver more an 16 million commercial impressions for only 51¢ er thousand. And during that week your message will ter more than 3½ million unduplicated homes.

t the selling power of *Emphasis* on your advertising hedule . . . as part of the Sound of the Sixties on

HE NBC RADIO NETWORK

the word is emphasis



More and better radio penetration . . . and for less money, too!

The John Poole Broadcasting Company combines two powerful facilities, KBIG and KBIQ (FM) . . . separately programmed to increase sales impact, at a special combination discount!

Ask your KBIG, KBIQ or Weed Representative for details.

John Poole
Broadcasting Company, Inc.
6540 Sunset Boulevard
Los Angeles 28, California
HOllywood 3-3205

National Representative: Weed Radio Corp.

stitute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

June 13—Deadline for filing reply comments to **FCC** amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal.

June 16—Rehearing on Miami ch. 7 case involving questions of ex parte representation to **FCC** commissioners. U.S. Customhouse, Philadelphia.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.

***June 16-18—Florida Assn. of Broadcasters** annual meeting. Hotel Robert Meyer, Jacksonville.

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

June 20—Comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-21—Chicago Spring Conference on **Broadcast and Television Receivers,** Graemere Hotel, that city, running concurrently with **International Home Furnishings Market.** Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

June 20-24—American Institute of Electrical Engineers' summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

June 21-July 7—Third annual workshop on the **Art of Preaching and Mass Communications,** sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

June 22-24—Second National Conference on **Electronics Standards.** Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—National Assn. of Tv & Radio Farm Directors' annual summer meeting Fresno, Calif.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

June 24-25—Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

JULY

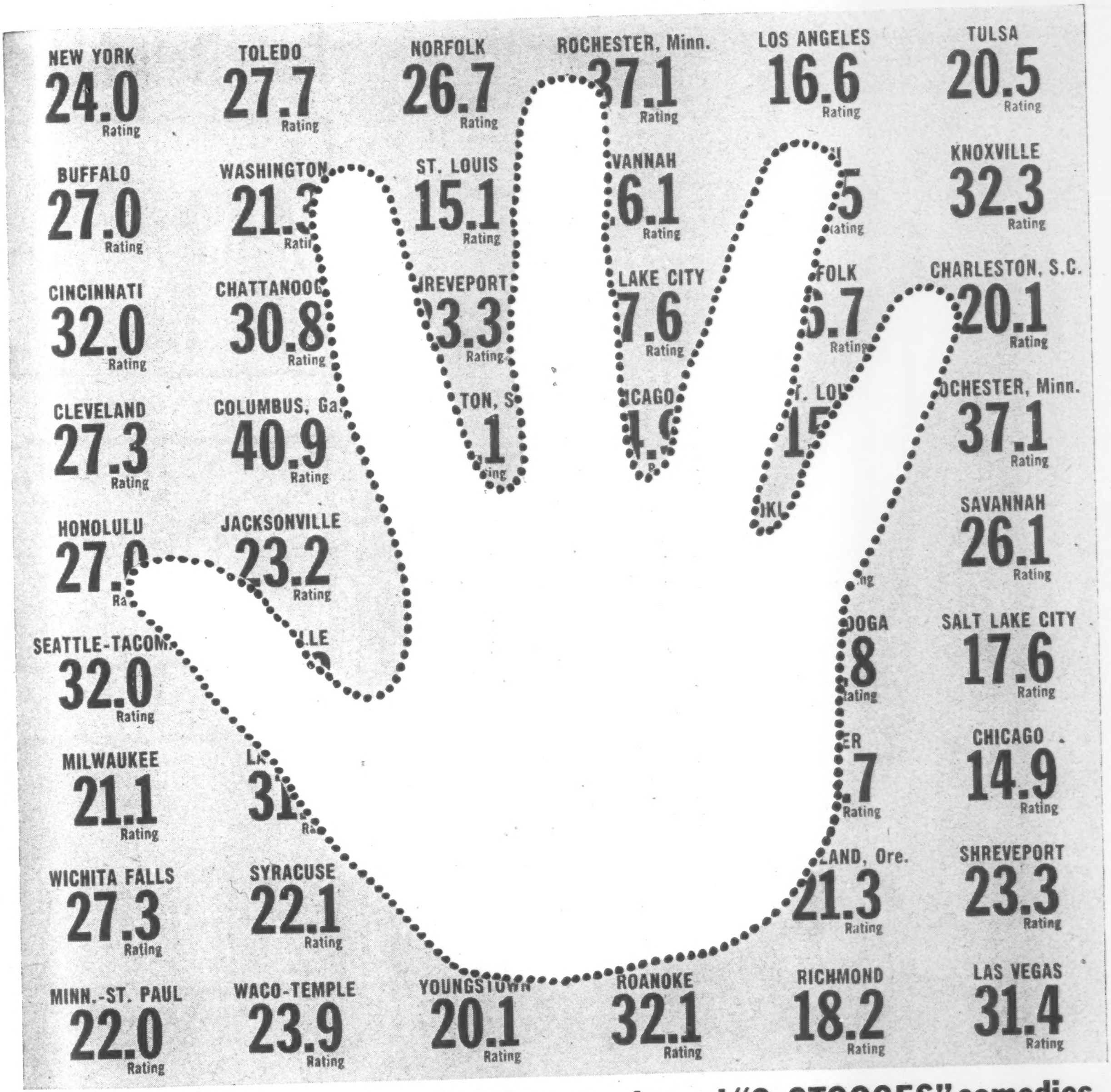
***July 11-15—Institute in Industrial and Technical Communications,** Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST

Aug. 12-13—Arkansas Broadcasters Assn., fall

(DATEBOOK) 16


NEW YORK
24.0 Rating
TOLEDO
27.7 Rating
NORFOLK
26.7 Rating
ROCHESTER, Minn.
37.1 Rating
LOS ANGELES
16.6 Rating
TULSA
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BUFFALO
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CHATTANOOG
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REVEPORT
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LAKE CITY
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FOLK
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CHARLESTON, S.C.
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CLEVELAND
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COLUMBUS, Ga.
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26.1 Rating
SEATTLE-TACOM
32.0 Rating
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8 Rating
SALT LAKE CITY
17.6 Rating
MILWAUKEE
21.1 Rating
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CHICAGO
14.9 Rating
WICHITA FALLS
27.3 Rating
SYRACUSE
22.1 Rating
AND, Ore.
21.3 Rating
SHREVEPORT
23.3 Rating
MINN.-ST. PAUL
22.0 Rating
WACO-TEMPLE
23.9 Rating
YOUNGSTOWN
20.1 Rating
ROANOKE
32.1 Rating
RICHMOND
18.2 Rating
LAS VEGAS
31.4 Rating

If you haven't already bought 72 just-released "3 STOOGES" comedies, place your hand within the dotted lines and see what it's like to have smash ratings right at your fingertips!

During the past two years, 118 **"3 STOOGES"** comedies have been drawing top ratings for stations across the country. It's no wonder, then, that **KTTV, Los Angeles, WGN, Chicago, WGR, Buffalo, WXYZ, Detroit, KUTV, Salt Lake City, KOMO, Seattle, WROC, Rochester, KNTV, San Jose, KELO, Sioux Falls, WFRV, Green Bay, KVAR, Phoenix, KERO, Bakersfield, WNEP, Scranton, WGAN, Portland, Me., WITN, Washington, N.C., WTVR, Richmond, WABI, Bangor, KGUN, Tucson** and **WTOL, Toledo** have just bought the 72 new **"3 STOOGES"** for their markets.

If you also want to dominate your time period and anchor an entire morning, afternoon or early evening of programming, let **"THE 3 STOOGES"** give you a hand!

For details about all 190 two-reelers, contact

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

Source: ARB, Nov. 1959—Feb. 1960

BOOSTER

Amazing how Joe Floyd's KELO-LAND booster hookup rounds up crowds of consumers for you. The sales message you place on KELO-tv, SIOUX FALLS, gives you 48.6% more viewers than the same sales message would get on the highest rated Omaha station. 49.2% more viewers than the highest rated Des Moines station. 84.3% more viewers than the highest rated Sioux City station. In fact, the same ARB Nov. surveys show that KELO-LAND's husky audience outdelivers TWO of the four Minneapolis-St. Paul stations by 204.5% and 10.5% respectively. If you want to sell more people more goods, latch onto this powerful hookup yourself.

CBS • ABC

KELO-LAND

KELO—tv SIOUX FALLS; and boosters

KDLO—tv Aberdeen, Huron, Watertown

KPLO—tv Pierre, Valentine, Chamberlain

General Offices: Sioux Falls, S.D.

Represented nationally by H-R

In Minneapolis by Wayne Evans & Associates

meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

*Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

*Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 5—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, **Central Canada Broadcasters Assn.** King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

*Nov. 14-16—Broadcasters' Promotion Assn. annual meeting. Sheraton Charles Hotel, New Orleans.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.

BOOKS

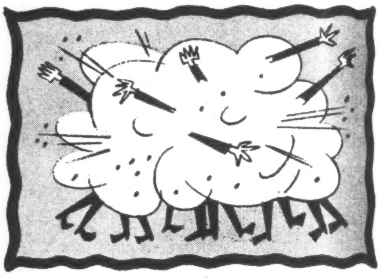
■ *"Vice President in Charge of Revolution," by Murray D. Lincoln as told to David Karp; McGraw Hill Book Co., N.Y.; 342 pp.; $4.95.*

Mr. Lincoln, who built the $350 million dollar Nationwide Insurance Corp. and Peoples Broadcasting Corp., is one of the "old fashioned" set who believes a man's word is his bond and that people have a right to control their own money and own economic institutions.

The book is simple and straight forward, just like Mr. Lincoln and should be considered must reading for cynics who thought men like the author had all passed with the last century.

Far - Reaching !

Today's the day



our schedule starts on SIX.

Must be nearly time for lunch.

More than a few advertisers have been pleasantly surprised by SIX's far-reaching effect. One reason is the program dominance we have maintained for 6 straight years. See your Weed TV man about it.

WCSH-TV

6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor

WCSH Radio, Portland

WLBZ Radio, Bangor WRDO Radio, Augusta

AH, BUT THE TAIL DOES WAG THE DOG!

27 minutes of best-in-show entertainment. Blue ribbon audience ratings by the yard. But when it comes to the payoff question of *profit,* it's those 3 minutes of *product sell* that count. At N. W. Ayer & Son we take pride in our record in Show Business. But we take even greater pride in our record of selling goods. In Radio-TV it's the *commercial* that gets the order . . . the message that's exactly right for product, problem, audience...the "tail" that wags the dog. **N. W. AYER & SON, INC.**

The commercial is the payoff

MONDAY MEMO

from **ARNOLD E. JOHNSON,** *v.p. & director of broadcast facilities, Needham, Louis & Brorby, Chicago*

Tv network rate cards don't communicate

A sight familiar on that 6:40 p.m. commuter is the gent carrying the ever-present attache case. He's more often than not in the advertising business, and most likely has something to do with the broadcasting side.

Though he's concerned with communications, his case is crammed full on many occasions because of a lack of communications—or the lack of efforts to relate and explain more simply and precisely the factors of our industry.

By its very nature, broadcast advertising is an extremely intricate business. And it's being made more intricate every day. Just as an example, I would like to discuss something that has happened only recently . . . something that didn't exist in network television in the good old days (or a few months ago).

I speak of the prodigious new rate cards that the tv networks have released. They are baffling to read, time-consuming to interpret. They are the medium's new Frankenstein monster.

In The Good Ol' Days ▪ For example, formerly a network tv estimate covering a simple pattern of two alternate nighttime half-hours, with an overlay of a two-brand daytime quarter-hour plan, could be completed in a short time—and with dead certain accuracy. It was simply a matter of applying applicable weekly and annual discounts to the proper base rates.

But now—*wow!*

Depending on the network, there are up to five separate day-part time groupings which earn varying levels of discounts based on aggregate volume of line-up ordered. (This is in addition to PEP or EMP and to fortnightly or bi-weekly hold-over requirements.) Then there is a Continuity Discount, a table for computation of Volume Discount, plus separate discount levels for summer and winter. Provision also is still made for the volume advertiser to earn Overall (or Comprehensive) Discount. Moreover, there is even another new category providing heavy discount designed to attract additional summer business.

Intricate! The year's understatement!

However, the really sad part of it all isn't merely the number of newly applicable discounts with which to contend. Or even the expenditure of precious time for computations. It is the cards' cumbersome nature that causes an uncertainty of whether or not proper application and interpretation has been made when the calculating job is finished. Certainly a rate card should primarily be an instrument of communication. It has one major function. It should inform the advertiser what the merchandise's price is, and clearly so.

No longer can the agency estimator or, for that matter, the network salesman, quickly answer questions as: "What'll it cost us if we. . . .?" Not with any degree of certainty. To be safe, one must go to the rate card architect himself. But with the many snarls he is already trying to unwind, he's rather difficult to contact. Of course, eventually you get through, and eventually you get often an improvised answer.

Talk, Talk, Talk ▪ In situations only slightly complex, our experience thus far indicates that often a special network interpretation of policy must be invented. That means more discussion. Then, if the fire isn't already out and you are still desirous of an answer, a negotiating session may be the only solution.

The traditional rate card has become a thing which might be better called a Complex System. Simplification should be the current order—not complication.

We hasten to commend our good friends at the networks, Messrs. Fagan, Iaricci and Hede, for the intensive study that must have been given to the development of the new rate cards. And to their credit, ABC profited in the execution of their card, having had the benefit of seeing the CBS and NBC versions first. The nets are to be applauded for recognition of the different values of preferred versus non-preferred time periods, on seasonal levels. No question about it, the intended end-product represents sound, forward thinking to the benefit of the network, their affiliates and the advertiser.

Arnold E. Johnson, vice president and director of broadcast facilities, Needham, Louis & Brorby Inc. was associated with NBC in various capacities for 19 years. He was manager of its central division network sales service department from 1946 to 1953.

Mr. Johnson then joined Needham, Louis & Brorby as supervisor of broadcast facilities in its media department and was elected vp and facilities director in 1958.

However, the nightmarish pathway to these benefits may well cause some to give up the trek. After several months of intensive usage (struggle is the better word), we are convinced that the ponderous complexity of the new cards may well produce a boomerang to the nets.

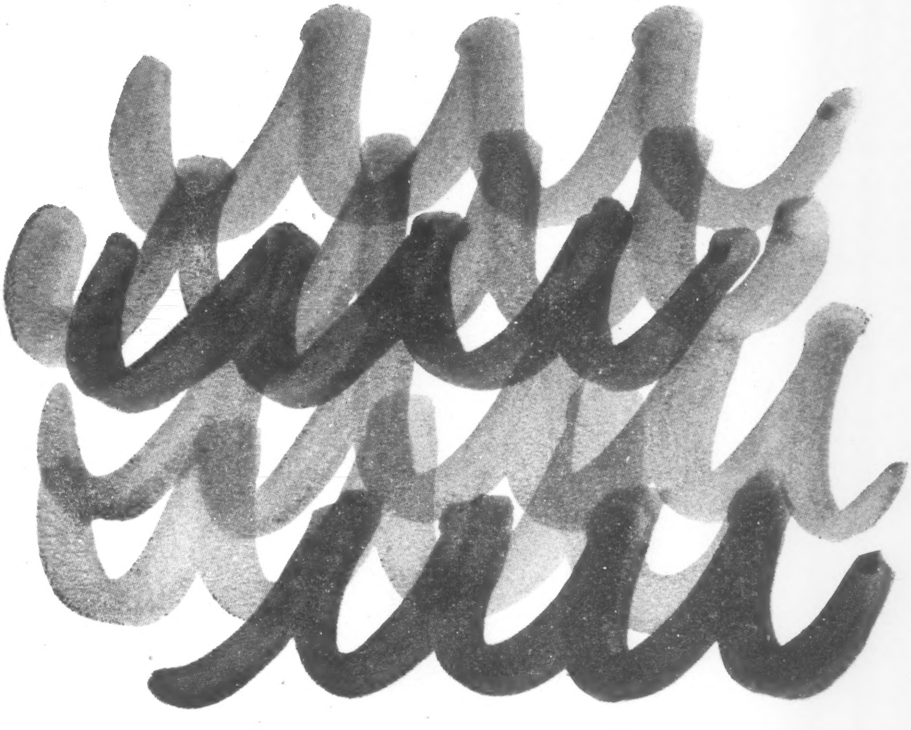
Confidence & Speed ▪ It seems to me that the media tool which cannot be used with confidence and reasonable speed may well be working at cross-purposes with an otherwise effective medium. Networks often require decisions from advertisers posthaste, particularly since top-notch availabilities come and go quickly in a seller's market.

However, to arrive at a correct media decision, the advertiser frequently requires dozens of different media patterns to be computed for comparison. It goes without saying that accurate cost data are an important base ingredient for deriving much other information in evaluating and comparing advertising patterns.

In complicated situations, the very discount hook built into the card with the intention of attracting more volume, is almost impossibly secreted. Fundamentally, an advertising message must be communicated clearly and simply to be successful. Rate tools, as well as other data, must be equally articulate to be of maximum usefulness.

Why cannot networks (and stations too) orient to the customer point of view when developing this important document? Certainly the same calibre of brilliance that has produced the mechanical marvels of television itself is capable of communicating more simply on the subject of rates.

Broadcasters have solved other intricate communication problems and I think they can—they *must*—do the same with their rate cards. Such a solution will be to the best interests of both themselves and the advertiser.



HOW DOES A FISHHOOK SOUND? Like the kid next door heading for the pond with his bamboo fishing pole. Like his triumphant smile when he catches his first sunfish. Or . . . like the grown up sound of our Maryland fishing fleets shoving off at dawn for the day's business—a business that adds millions of dollars to the tremendous spendable income of Marylanders. A nice sound. A secure sound. A rich sound. It's a sound that says there's big business in Maryland to be had by your client. And the way to hook on to it is through WBAL-RADIO. Your progressive Maryland station with the quality sound. WBAL-RADIO delivers the rich sound of results. After all, that's what we're all fishing for, isn't it? **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland Tradition/associated with WBAL-FM-TV/Nationally represented by Daren F. McGavren Co., Inc.

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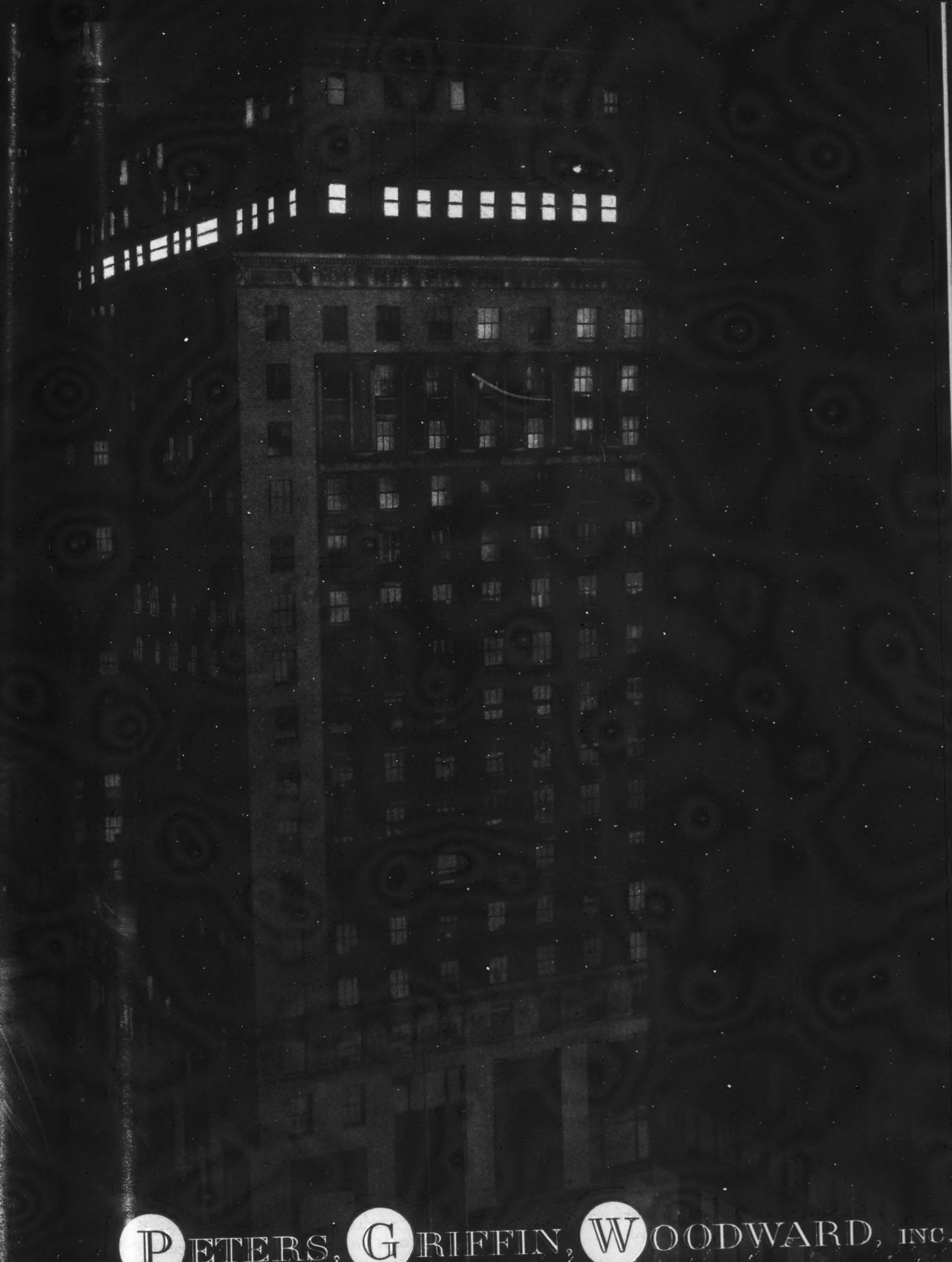

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WPIX	New York	11	IND
WTTG	Washington	5	IND
WCSC-TV	Charleston, S. C.	5	CBS
WCHS-TV	Charleston—Huntington, Ashland	8	ABC
WIS-TV	Columbia, S. C.	10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	13	ABC
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WSFA-TV	Montgomery	12	NBC-ABC
WSIX-TV	Nashville	8	ABC
WDBJ-TV	Roanoke	7	CBS

MIDWEST, SOUTHWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport—Rock Island	6	NBC
WDSM-TV	Duluth—Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
KPLR-TV	St. Louis	11	IND
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth—Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

MOUNTAIN AND WEST

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KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu Hawaii	9	CBS
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle—Tacoma	7	CBS

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Broadcasting ■ Telecasting*
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OPEN MIKE

We've been waiting

EDITOR: Thanks for "Radio-tv take off in aircraft" (BROADCASTING, April 25). We've been waiting for a survey of this kind for a long time . . . Keep up the fine service.—*James E. Mann, president, Finger Lakes Flying Service Inc., Ithaca, N.Y.*

First detailed account

EDITOR: May I extend my compliments on the story in your April 25 issue about the Voice of America's plans to modernize its equipment. This is the first detailed account to appear in any publication of what the Voice of America is trying to do in this field and why it is important to accomplish . . . —*Henry Loomis, director, Broadcasting Service, U.S. Information Agency, Washington, D.C.*

The way to talk

EDITOR: Congratulations on your editorial, "Clear it with Oren" (BROADCASTING, April 25). That's the way to talk to government when government gets out of bounds . . .

Unfortunately so many people are so afraid of government that they will not administer the discipline which is required to keep officials aware that they are the servants of the people, not their masters.—*Justin Miller, former president and chairman of the NAB, Pacific Palisades, Calif.*

Color tv experiment

EDITOR: Thank you for your kind story about my [color tv] experiment in Chicago during the NAB convention (BROADCASTING, April 11). It was a very cleverly written story of my modest work, written in a style that attracts attention of your readers.—*Guillermo Gonzalez Camarena, XHGC Chapultepec, Mexico.*

Fm reprints

EDITOR: Please send 20 reprints of "Fm's star grows even brighter" (BROADCASTING, April 11).—*Raymond T. Bedwell Jr., Dept. of Radio-Television, Marquette U., Milwaukee, Wis.*

[Reprints available, 5 cents each.—THE EDITORS]

BROADCASTING

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  5 of the Top 5 Shows
- TOP SPORTS, SYNDICATED FILM, MOVIES, PUBLIC SERVICE.

*Source ARB Oct. 25 - Nov. 21, 1959

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WREX-TV
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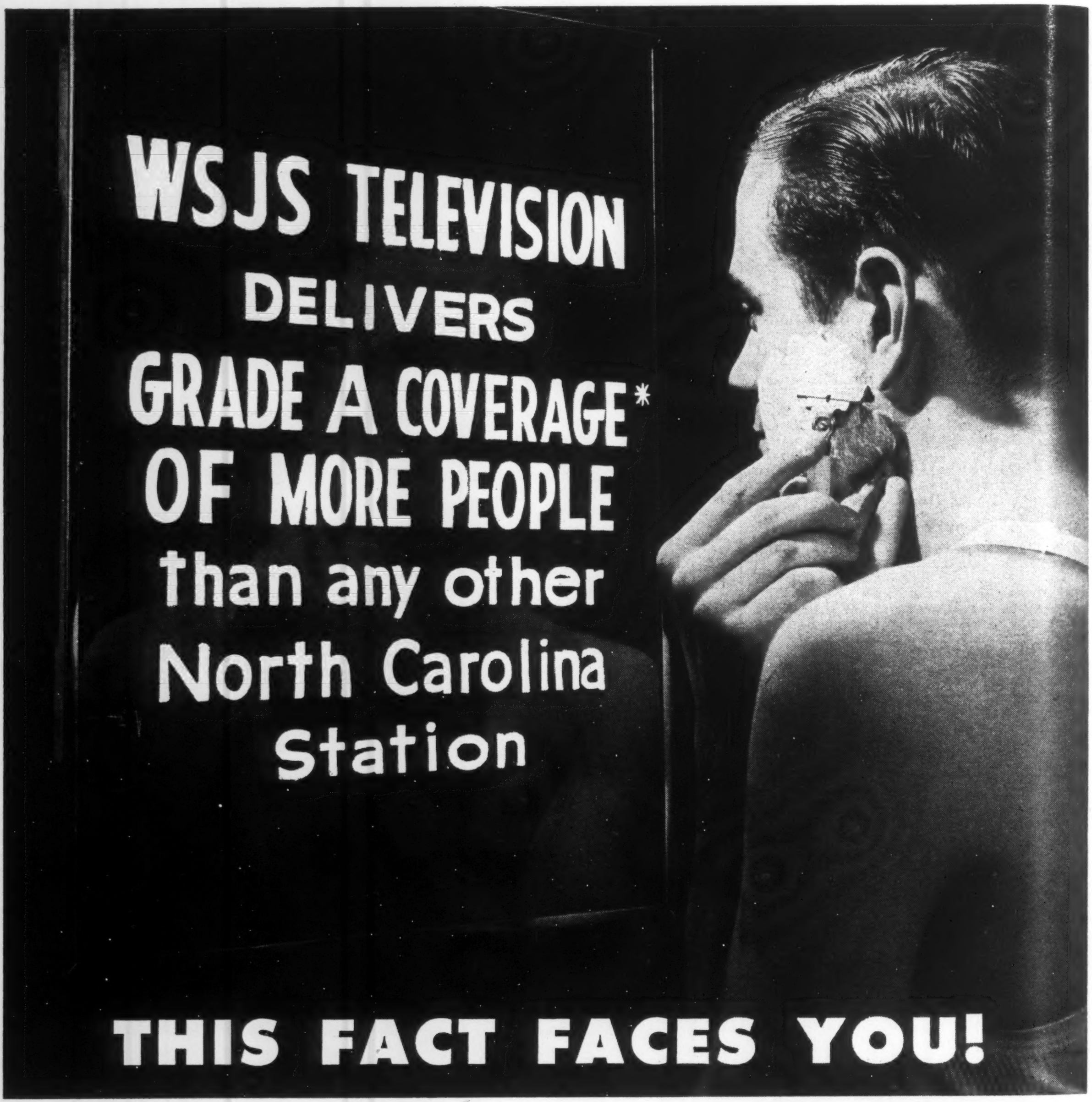
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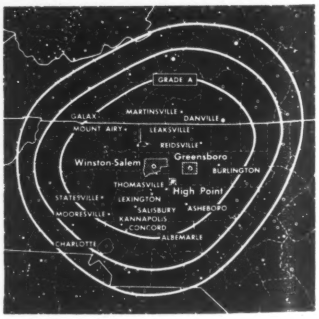
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WSJS television
Winston-Salem / Greensboro
MST

NBC
CHANNEL 12
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 9, 1960
Vol. 58 No. 19

NEW PERILS IN AIRING POLITICS

■ Senate's watchdog committee is looking for a reason to spring
■ Its chairman demands 'fairness' in political broadcasting
■ A member thinks a TVA for broadcasting might be a good idea

The Senate's watchdog committee on political broadcasting is itching to be turned loose.

And its bite may be worse than its bark.

■ Sen. Ralph W. Yarborough (D-Tex.), chairman of the committee, said last week he intended to appoint a staff and swing into action to insure fairness in political broadcasting.

■ Sen. Gale W. McGee (D-Wyo.), the other Democratic member of the three-man committee, told where he stood on broadcasting matters in a free-wheeling speech to the Ohio State Institute for Education by Radio and Television last Thursday night. He said the whole system of broadcasting ought to be rebuilt to retrieve it from the "small group" that is now using it to "build an empire."

Sen. Yarborough described his plans in an interview with BROADCASTING. He said that as soon as the Senate allocates the $45,000 that the Commerce Committee requested for its special subcommittee, he will appoint a counsel and go to work.

In his view, the 1960 campaign is already underway, and already the FCC has issued some opinions under Sec. 315, the political broadcasting law, that don't measure up to Sen. Yarborough's standards of fairness.

"Our job is to see not only that broadcasters fulfill the letter of the law," he said, "but also the spirit of the law. In this field action is needed immediately. Most of the time a campaign is over before the candidate realizes it."

McGee Sees a Mess ■ In his Ohio State speech last Thursday, Sen. McGee did not confine himself to observations about political broadcasting. He said the whole structure of broadcasting and its regulation needed overhaul.

What's needed, he said, is a "complete, massive, no-holds-barred study."

The study "must start all over again —back to 1920—and try to recreate the whole system of broadcasting and put in operation the things we have learned," Sen. McGee said.

"We're kidding ourselves if we try to dawdle along through the era of self-regulation." Perhaps, Sen. McGee added, television needs a TVA.

Sen. McGee listed "disturbing questions raised from the hearts of the people in the mail that reaches my office."

"These questions ask whose freedom is to be preserved," he said, "the freedom of a small group to build an empire, the freedom of those who sell programs, the freedom of the networks to program for the sake of a monopoly of prime time, the freedom of people to be captives of this system."

Who Should Do It ■ Sen. McGee said he wasn't sure who should conduct the massive study he was recommending, but he thought the Congress was probably the best hope.

He said it should not be a headline-

Beginning of a problem ■ The May 4 television-radio appearance of Sen. Hubert H. Humphrey (l) and Sen. John F. Kennedy, Democratic candidates for the presidential nomination in the West Virginia primary, drew Republican demands for equal time. Sen. Thruston B. Morton, GOP chairman, contended that the debate was not Humphrey vs. Kennedy but Humphrey - Kennedy vs. the Republican administration. The debate between the Democratic candidates, originating on WCHS-TV Charleston, W.Va., featured questions submitted in advance by the public as well as prepared talks and rebuttals. It was generally agreed that Sen. Humphrey got the better of the lighting arrangements (see picture off the screen above) but hard to tell who got the better of the arguments in a confrontation that evoked few fireworks. Split-screen techniques were used in the telecast. See story, page 29.

hunting investigation. "We must have courage as a nation to do what our findings indicate," he said.

He criticized broadcasting for "turning its lawyers loose on us on Capitol Hill." He criticized the FCC and the Justice Dept. for "passing the buck." The FCC can evade problems by saying they are antitrust and hence in the domain of Justice. And Justice can duck by saying the problems fall in the jurisdiction of the FCC. He said some political scientists were wondering if federal agencies were here to stay.

Yarborough's Plans ■ The chairman of the watchdog committee, in his interview with BROADCASTING, said the committee did not intend to wait for complaints to come to it. The job will be to seek out instances of unfairness in political broadcasting.

"Primarily, we have to judge whether legislation is needed, or whether present legislation is adequate," Sen. Yarborough said.

"But we can do good, too, by exposing situations where a practice is unfair or which is not in the public interest—in the broad sense of the word," the senator explained.

"Don't misunderstand," he said, "we're not out to 'get' broadcasters. What we want to do is just make sure that all candidates get a decent break on the air."

Waco Case ■ The senator was asked about his accusation of unfairness regarding the FCC's opinion approving the action of KWTX-TV Waco, Tex., in refusing to provide equal time to a candidate who was running for the state legislature. This involved a station weathercaster who also is a candidate for that job.

The FCC declared that since weathercasting falls under a news category, the station was not required to provide equal time to the other candidate.

Sen. Yarborough referred to this opinion two weeks ago during the Senate Commerce Committee hearing on the nomination of Robert E. Lee for another seven year term as an FCC commissioner (BROADCASTING, May 2). He accused the station of "gross unfairness" in continuing to expose its weatherman. He was also critical of the FCC in holding that the opposing candidate was not entitled to equal time.

L to r: SENS. YARBOROUGH, McGEE & SCOTT

The watchdogs ■ These three senators are the members of the special Subcommittee on Freedom of Information set up by the Senate Commerce Committee to keep an eye on political broadcasting. It was Sen. Warren G. Magnuson (D-Wash.), chairman of the parent committee, who gave it the nickname "watchdog committee" when he announced its creation. The members:

Sen. Ralph W. Yarborough (D-Tex.), chairman, 56, lawyer (LL.B. from U. of Texas Law School); assistant attorney general of Texas, 1931-34; district judge in Austin, Tex., 1936-41; lieutenant colonel in Army during World War II; unsuccessfully ran for Democratic nomination for governor of Texas three times; elected to U.S. Senate in special election April 2, 1957, to fill vacancy caused by resignation of Price Daniel who ran successfully for governor of Texas; re-elected to U.S. Senate Nov. 4, 1958, for full, six-year term.

Sen. Gale W. McGee (D-Wyo.), 45, teacher (A.B. from Nebraska State Teachers College, M.A. from U. of Colorado, Ph.D. from U. of Chicago); professor of American history at various schools including U. of Wyoming; elected to U.S. Senate Nov. 4, 1958.

Sen. Hugh Scott (R-Pa.), 59, lawyer (LL.B. from U. of Virginia); elected to U.S. House of Representatives in 1940 and re-elected for seven additional terms; Navy captain during World War II; national chairman, Republican Party, 1948-49; early Eisenhower supporter and on his personal staff during 1952 presidential campaign; elected to U.S. Senate Nov. 4, 1958.

Another observation by Sen. Yarborough bodes trouble for broadcasters in this election year. This was the senator's reference to newspaper owned stations which could, under a strict interpretation of Sec. 315, refuse to sell or give time to any candidate.

"Here you would have a case where the newspaper could be extremely partial in its editorial columns to one candidate, and we couldn't touch it. But by refusing to sell or give time to political candidates on its station, it is discriminating against the other candidate just as surely as if it were favoring one candidate on the air," the senator remarked.

"That's just not fair," he added. "And we're going to see that this doesn't happen, if we can help it."

Interpretation of Law ■ Both Sen. Yarborough and Sen. John O. Pastore (D-R.I.), who is chairman of the communications subcommittee of the Senate Commerce Committee, emphasized at the Lee hearings that they didn't agree with broadcasters on that part of Sec. 315 which does not require stations to give time to political candidates.

Sen. Pastore observed that in his view this provision applied to free time only; he said that a broadcaster must sell political time if requested. And, Sen. Pastore continued, if that is not the way the law is interpreted, legislation will be introduced to make it read that way.

(Last week Commissioner Lee's legal assistant, Thomas J. Dougherty, sent the Commerce Committee a legal opinion supporting Mr. Lee's testimony. The opinion pointed out that Sec. 315 does not require broadcasters to let any candidates broadcast, that the law requires only that if a station lets one candidate appear it must offer equal facilities to rivals for the same office, that Sec. 315 applies equally to free or paid time. The opinion added that although the law does not require broadcasters to put candidates on the air, the FCC may regard it as against the public interest for a station to refuse all political discussion by candidates.)

Slanted News ■ Sen. Yarborough also referred last week to his committee's interest in making sure that stations did not weight their news broadcasts to favor one candidate over another.

The 1959 amendment to Sec. 315 exempted news broadcasts, news interviews and on-the-scene coverage of news events from equal time requirements. Sen. Yarborough made it plain that he did not feel this gave stations the latitude to discriminate among candidates.

Sen. Yarborough made no mention of his own experiences as a candidate

ONE DEBATE STARTS ANOTHER

Republicans demand to get into Humphrey-Kennedy act

The first major political broadcasting controversy of the 1960 season exploded last week following the much-heralded Humphrey-Kennedy debate in West Virginia May 4.

SEN. MORTON

Sen. Thruston B. Morton (R-Ky.), GOP chairman, stated that "this planned Democratic extravaganza . . . was about as honest in format as some of the departed tv quiz shows." He entered a demand for equal time for two Republicans from all stations that had carried the program. "Between the two candidates there was no debate, no difference of opinion," he declared. "This was a carefully planned Siamese-twin attack on the Republican administration . . ."

Various network plans to carry the debate had fallen through for various reasons. NBC-TV had offered the candidates a certain time slot (which has not been revealed) but both candidates chose to put on the contest at a different hour. This, combined with the condition imposed by originating station WCHS-TV Charleston, W.Va., an ABC-TV affiliate, that NBC's Huntington station, WSAZ-TV, must be blacked out, soured that network on the idea (BROADCASTING, May 2).

ABC-TV, mindful of the amended Sec. 315 provision that equal time is not required on "regularly scheduled news shows," offered the senators a chance to debate on one of its regular Sunday afternoon special events programs. This offer was declined. CBS-TV offered to feature both candidates simultaneously on *Face the Nation* for similar reasons and was likewise rebuffed. Alone among networks, MBS fed the live radio version direct to its affiliates.

However, the following tv stations did carry the whole program direct from WCHS-TV: WTRF-TV Wheeling; WHIS-TV Bluefield; WBOY-TV Clarksburg; WTAP Parkersburg, all West Virginia; KDKA-TV Pittsburgh; WBZ-TV Boston; KYW-TV Cleveland; KPIX (TV) San Francisco; WJZ-TV Baltimore; WIND-TV Chicago (all Westinghouse stations); WNEW-TV New York, and WWJ-TV Detroit (which reported canceling top-rated *Wagon Train* to carry the debate).

WTOP-TV Washington was fed the show direct, taped it and showed it several hours later. The Canadian Broadcasting Corp. reportedly did this also. WCHS-TV made a tape for ABC-TV, part or all of which was originally scheduled to be shown yesterday (Sunday) on the *Open Hearing* program. NBC-TV showed part of the tape on the May 5 *Today* show, in time for inclusion in Sen. Morton's equal time demand.

Faster than Telegraph ■ Sen. Morton apparently announced his wires of demand for equal time before he sent them. Late Thursday some of the stations that carried the Humphrey-Kennedy program had not yet received the demand, and those that were aware of it said they were studying the situation.

Mutual's president, Robert Hurleigh, advised Sen. Morton the network would make equal time available "as a matter of fairness" for a rebuttal from the "opposition party leader or majority spokesman."

NBC pointed out that it felt its obligation for equal time extended only to other candidates for the Democratic nomination for the Presidency. It added that it had a policy of fairness, apart from the limitations of Sec. 315, but felt that policy had been satisfied because Vice President Richard Nixon, the principal Republican candidate for the Presidency, had appeared twice —on April 25 and 26—on *Today* for longer periods than the Humphrey-Kennedy debate was shown on that program.

seeking broadcast time, but a campaign booklet that was prepared on his behalf suggests he has had some difficulties with broadcasters.

The booklet describes his three unsuccessful attempts at the Democratic nomination for governor of Texas in 1952, 1954 and 1956 and says he was running against a "corrupt political machine . . . which through deceptions and evasions, multiplied and extended by a cynical skill in the employment of money-hungry modern media of mass communications—big dailies, radio-tv, magazines, organized whispering campaigns—had dominated the government of Texas for the better part of a generation."

Watchdog History ■ The political broadcasting committee, whose official name is the Subcommittee on Freedom of Information, was established last September after Congress passed the amendment liberalizing Sec. 315.

But the committee never got organized. One deterrent was its Republican member, Sen. Hugh Scott (R-Pa.). In a speech to Pennsylvania newspaper publishers, Sen. Scott expressed grave misgivings. He said that because the Democrats controlled two-thirds of the seats in Congress, the watchdog committee might think it appropriate that Democrats receive a two-to-one advantage over Republicans in access to broadcast time (BROADCASTING, Oct. 19, 1959).

The watchdog committee was reactivated last February as an official subcommittee of the Subcommittee on Communications of the parent Commerce Committee. On April 14 the Commerce Committee passed a resolution describing the watchdog committee's purposes and asking the Senate for a $45,000 appropriation.

The request for the $45,000 appropriation now pends before the Senate Rules Committee. There has been no indication that it will not be approved.

Adlai on free time

The Senate Commerce Committee hearing on a measure to grant free time to major presidential candidates has been postponed four days to next Monday (May 16) with Adlai Stevenson as first witness. The two-time Democratic candidate for President will be followed by Paul Butler and Sen. Thruston B. Morton (R-Ky.) chairmen of the Democratic and Republican national committees, respectively.

With the hearing scheduled to run at least through next Wednesday (May 18), other witnesses will include the three tv networks, the National Assn. of Broadcasters, American Civil Liberties Union and members of Congress with other "name witnesses" possible.

The bill (S. 3171) would require tv networks and stations to give an hour weekly to each of the presidential nominees of the major political parties for the last eight weeks of the campaign preceding elections in November.

WHAT 'RACE FOR SPACE' BUMPED

105 tv stations moved regular shows to take Shulton's one-shot

Shulton Toiletries "fourth tv network"—the custom-tailored one it put together to carry David Wolper's network-spurned *Race for Space* documentary (BROADCASTING, March 28)—came out to 105 stations. The program was broadcast on all but three of the stations during the week of April 24-30, on most of them in prime time. The tab for time came to a total of $92,048.50.

Shulton, through its agency, Wesley Assoc., had asked stations to clear time between 7 and 11 p.m. for the special one-hour broadcast. For the most part, stations did Shulton one hour better: 79 cleared between 7 and 10 p.m., while 15 cleared beginning at 6 or 6:30 and 11 cleared beginning at 9:30 or later.

Breakdown of the station list shows that the program was carried by 40 CBS-TV affiliates, 34 NBC-TV affiliates, 25 ABC-TV affiliates and 6 independents.

Many network programs were pre-empted for the one-time *Race for Space,* but, surprisingly, the disruption was not as serious to networks as might have been expected. Rather, the surprise was that so many stations had local or other non-network time periods to offer in what is normally considered network territory.

Getting Shoved Around ■ The show pre-empted most was CBS-TV's *Be Our Guest,* which goes on the network Wednesdays from 7:30 to 8:30 EDT. It was bumped by at least 12 stations in favor of the Shulton documentary. But as the show is only one-sixth sponsored on the network (by Manhattan Shirts) the stations had little to lose in pre-empting it, and the network was not in a position to argue much against it.

A partial analysis of the station list, made by BROADCASTING through the facilities of Broadcast Advertisers Reports monitoring records, showed a number of unexpected holes in the nighttime network schedules. Many of the stations have syndicated or other non-network shows in prime time periods that are normally considered under network option.

The biggest pre-emption of a "name" show was KPRC-TV Houston's moving *Steve Allen* in favor of the Shulton program. Another NBC-TV show, Saturday night's sustaining *World Wide '60,* also was a popular pre-emption target.

For the most part the pre-emptions were on half-hour network shows, in many cases sharing the pre-emption with a syndicated half hour. Three other full-hour shows which turned up in the BAR reports were ABC-TV's *Cheyenne* and *Bourbon Street Beat*—but the latter was running delayed (it's on the network Mondays) on an NBC-TV affiliate Saturday nights instead of *World Wide '60.*

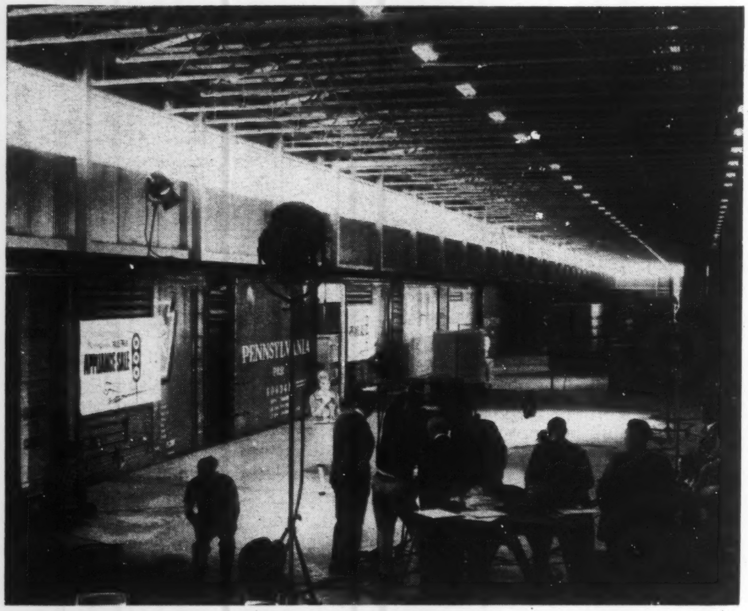
Why Stations Took It ■ Stations that accepted *Race for Space* had considerable incentive to do so. For one thing, they received 100% of their one-time hour rate for the broadcast, so the pre-emption was much more profitable than a network hour—even a sold-out one—would have been. Shulton also offered the second-run rights to the stations for local sponsorship, the station keeping all revenues from the repeat. In return, stations gave Shulton an agreed-upon number of spots.

But Shulton got a good deal, too. It achieved nation-wide clearance and much subsidiary promoting. The stations promoted the show vigorously; an authoritative estimate was that stations allotted 35 to 50 on-air promos to the show, each mentioning the Shulton name. And, of course, Shulton had the spot schedule in return for repeat rights.

Another advantage to Shulton was the ability to choose both the stations and time periods in a market (the Wesley agency said most stations contacted came through with an offer of four or five time spots).

The task of clearing the stations and negotiating the subsidiary elements was handled by Charles Amory, account executive on Shulton at Wesley Assoc.

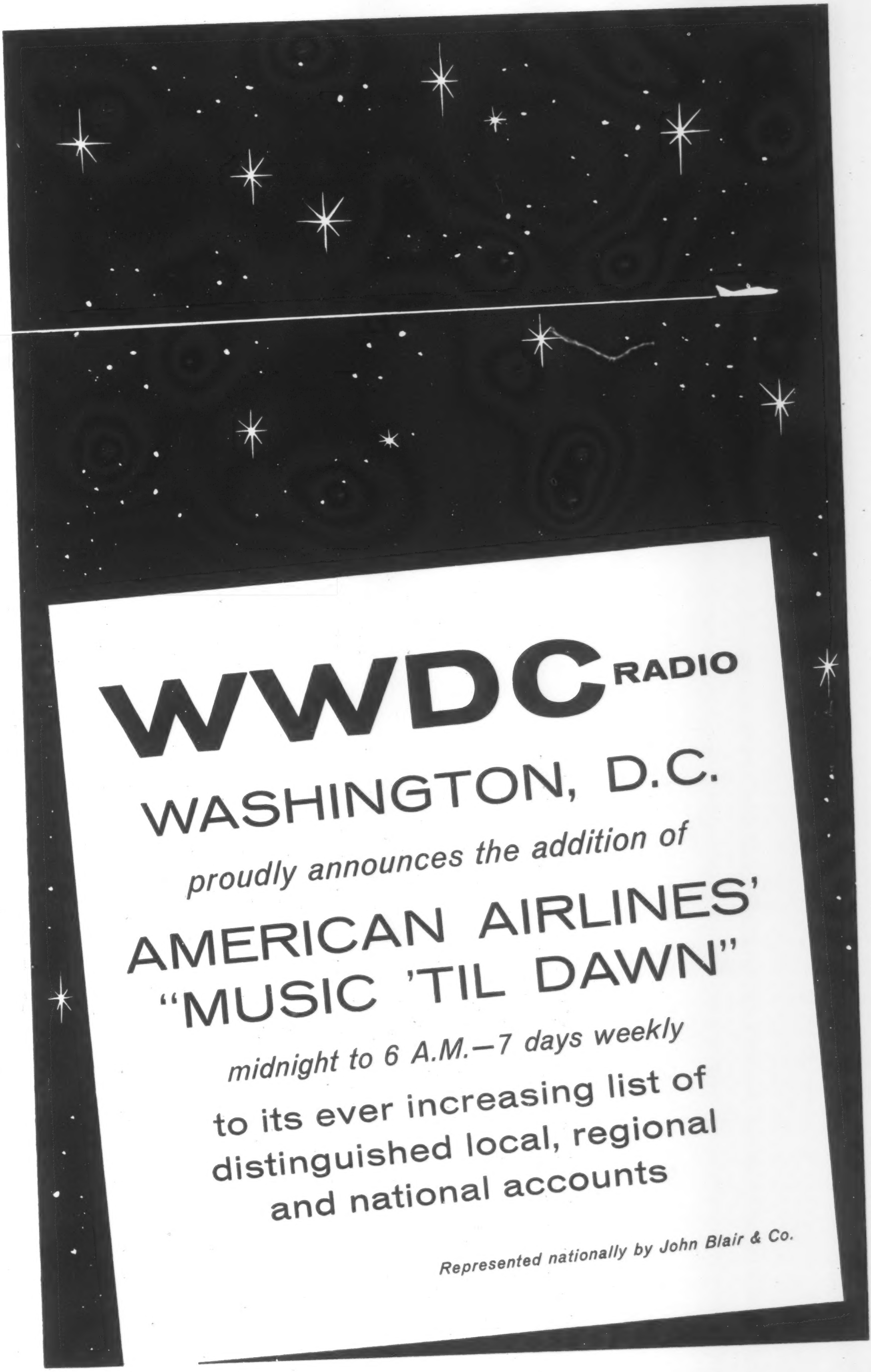
Originally, Shulton tried several times last fall and winter to find a network time slot, but failed.



Realism at the depot ■ That's perhaps the best way to describe two new commercials completed by Westinghouse Electric Corp. for showing on the *Desilu Playhouse* programs.

Using a row of freight cars full of appliances as a backdrop, the client ran sales personality Betty Furness through her paces at its new supply depot in Columbus, Ohio. Out of a full day's shooting came two 90-second spots, stressing to consumers and dealers the advantages of direct shipments from the depot.

The new 400,000 square depot was opened for full operation April 18 and is now in regular use.



WWDC RADIO

WASHINGTON, D.C.

proudly announces the addition of

AMERICAN AIRLINES' "MUSIC 'TIL DAWN"

midnight to 6 A.M.—7 days weekly

to its ever increasing list of distinguished local, regional and national accounts

Represented nationally by John Blair & Co.

PURE PUREX ADS

Soap company adopts ad honesty policy

Concern over exaggerated advertising claims, especially in the highly competitive field of soaps, detergents and bleaches, has led Purex Corp. to adopt a policy of scrupulous honesty in its own advertising. The policy has been put into writing and circulated to everyone concerned with the preparation of Purex ads.

Noting that "to achieve a competitive advantage, advertising has sought to magnify unimportant differences, has resorted to the lever, tricky product promises, has claimed more and more unbelievable benefits," the Purex statement points out that "as a result, consumer belief in the honesty and sincerity of advertising claims has declined in the past few years and in our opinion is becoming a serious problem.

"Purex management is concerned selfishly because we recognize that without a justifiable confidence in the honesty and sincereity of an advertising message, the value of that message in selling our products is heavily discounted," the company declares.

"The cost of delivering advertising messages has climbed terrifically in the past 10 years. To contribute to still higher costs through the loss of consumer confidence in our advertising messages is unforgivable."

The Purex policy on advertising claims and promises reads:

"Purex advertising shall not claim nor promise by implication any product performance or characteristic which is not fully supported by evidence supplied by laboratory research, consumer research, or similar factual information. In simple language: 'Keep it honest.'

"This means Purex advertising must not make use of the legal but dishonest device of the 'hedge' and the 'weasel' by which displayed promises or claims are legally discounted in fine type with the expectation they will be overlooked by the casual reader.

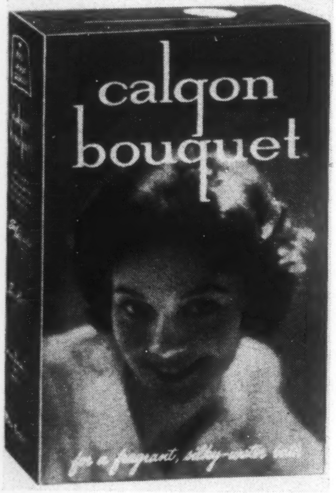
"In tv commercials it means that visual demonstrations will be real ones within the time limits of the commercial. If because of these limits demonstrations must be cut to a beginning and an ending, the audio must explain the fact if it is not obvious to the viewer.

"Comparative claims for Purex products must be clearly supported by research laboratory tests vs. competitive products. Such tests are not to be made against inferior brands, but against the best competitive product on the market.

"Purex advertising should tell its product story so clearly, honestly, and believably that the consumer will recognize it as a sincere message deserving her confidence.

"This applies not only to advertising in broadcast and print media, but also to package copy. It also applies to such exaggerated product claims as imply virtues that may be legally defensible but realistically untrue.

"The test of whether anything is permissible in advertising copy under Purex's policy is to ask: 'Is it the truth? Are we being strictly honest or are we tricking the consumer into believing something for which there is no basis in fact?' "



New to tv-radio ■ Calgon Co., Pittsburgh, will introduce its newest product, Calgon Bouquet, in selected markets. Announcement last week said that spot radio and tv will be used along with newspapers. New line is companion to Calgon water conditioner and Calgonite for electric dishwashing. Calgon Bouquet is a scented powder to soften water for a relaxing bath "with never a bathtub ring," shampooing, shaving and washbowl laundering. Test marketing was undertaken in Spokane and Seattle with much of its success attributed to this packaging which features a glamour cover girl on a pink, foil-wrapped container. Ketchum, McLeod & Grove is agency.

Esty's Simpson wins Silver Nail award

Harold B. Simpson, William Esty Co.; Louis J. Nelson, Wade Adv., and Genevieve Lemper, Foote, Cone & Belding, were honored timebuyers last week.

Mr. Simpson, timebuyer at Esty, was presented the Silver Nail Timebuyer of the Year Award; Mr. Nelson, vice president and marketing director at Wade, the Gold Key Award and Miss Lemper, chief timebuyer at FC&B's Chicago office named Chicago Timebuyer of the Year. The latter award was established this year in the annual advertising awards (for outstanding contributions to advertising) sponsored by the Station Representatives Assn.

Last week's winners were announced at luncheons in New York and Chicago. The events, including the reading of an address by FTC Chairman Earl W. Kintner (see page 60), were broadcast by closed-circuit from New York to Chicago.

Winners were selected following submission of nominations by an awards committee and secret balloting of SRA members. The Silver Nail Award was established in honor of Frank Silvernail, retired BBDO executive and the first recipient of the award.

Mr. Simpson joined Esty's media department in 1949. Mr. Nelson, who started with Wade in 1935 as a timebuyer, was elected to his current post in February 1959. Miss Lemper has been with FC&B for 33 years and has been associated with such shows as Bob Hope's Pepsodent program, the original *Amos 'n' Andy Show* and has been a long-time consultant to many station managers throughout the Midwest.

Ad freedom threats: taxes and censorship

Censorship and taxation pose threats to freedom of speech, especially advertising, and endanger the entire democratic process according to C. James Proud, president and general manager of Advertising Federation of America.

Addressing the National Editorial Assn. May 6 in Atlanta, he said state and federal bureaus are whittling away at basic American rights. NEA held its diamond jubilee convention last week.

Mr. Proud cited the Internal Revenue Service's rule holding expenditures for advertising dealing with pending legislation no longer deductible as business expenses though the rule had been ignored for decades. Federal Power Commission, he recalled, disallowed expenditures for institutional advertising by private utilities as a factor in fixing rates. And a year ago, he reminded, the U. S. Supreme Court decided money spent by a firm to defeat legislation threatening its business life was not a deductible business expense.

The answer is remedial legislation, Mr. Proud said. Among bills is HR 7123 allowing funds spent to support or oppose legislation to be deducted as a business expense. He added this list of business situations where the right

FRONT LINE
of the WSB-TV news team

Poised here before *White Columns* are the men and mobile units that provide viewers with the most complete local and regional television news coverage in Georgia.

Cars shown are equipped with 2-way short-wave, mobile telephones, police radio. Complete mobile unit is pictured right. A helicopter is on call. Magnetic sound cameras are used.

When an alleged attempt was made to bribe a Fulton County grand jury foreman, a concealed WSB-TV cameraman filmed the actual passing of money. For this filmed story WSB-TV has just received the Associated Press' highest news award for Georgia in 1959—"Superior" in general news.

This station also was awarded the AP "Superior" for news features—the staff-produced "One in a Million" that documented Atlanta's reaching a million population being the winner.

With seven local newscasts daily, in addition to regular network news, WSB-TV is THE news station of Georgia. Audience ratings are consistently higher than for any other Atlanta tv outlet.

ATLANTA'S
WSB-TV
CHANNEL 2

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

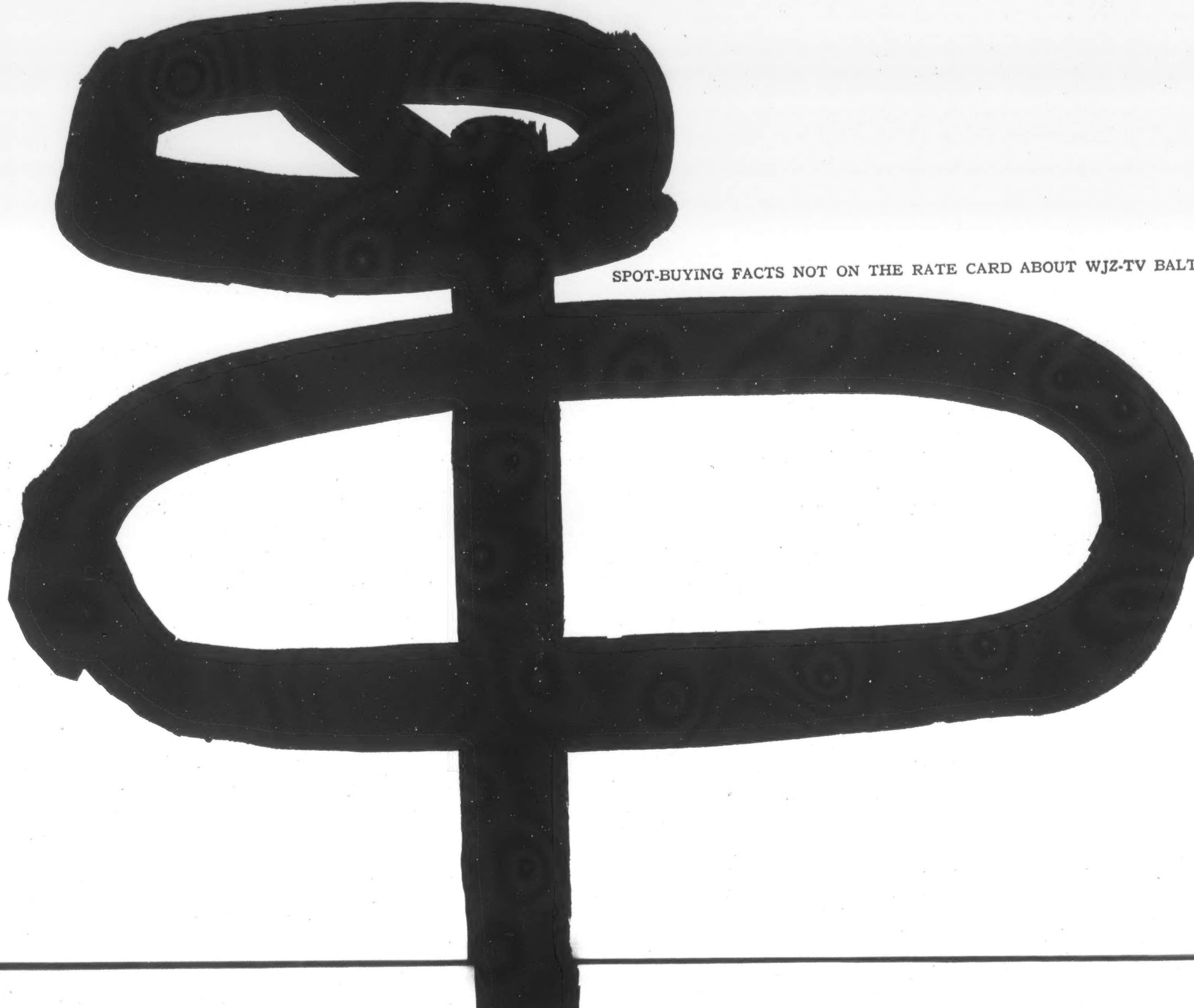
HIGHEST RATED LOCAL LIVE SHOWS OF ALL BALTIMORE TV STATIONS

And that's not all! ■ Largest share of audience* of all Baltimore TV stations. ■ Most newscasts of any Baltimore TV station. ■ Only Baltimore station that editorializes on community problems. ■ That's why, in Baltimore, *no spot TV campaign is complete without the WBC station,*

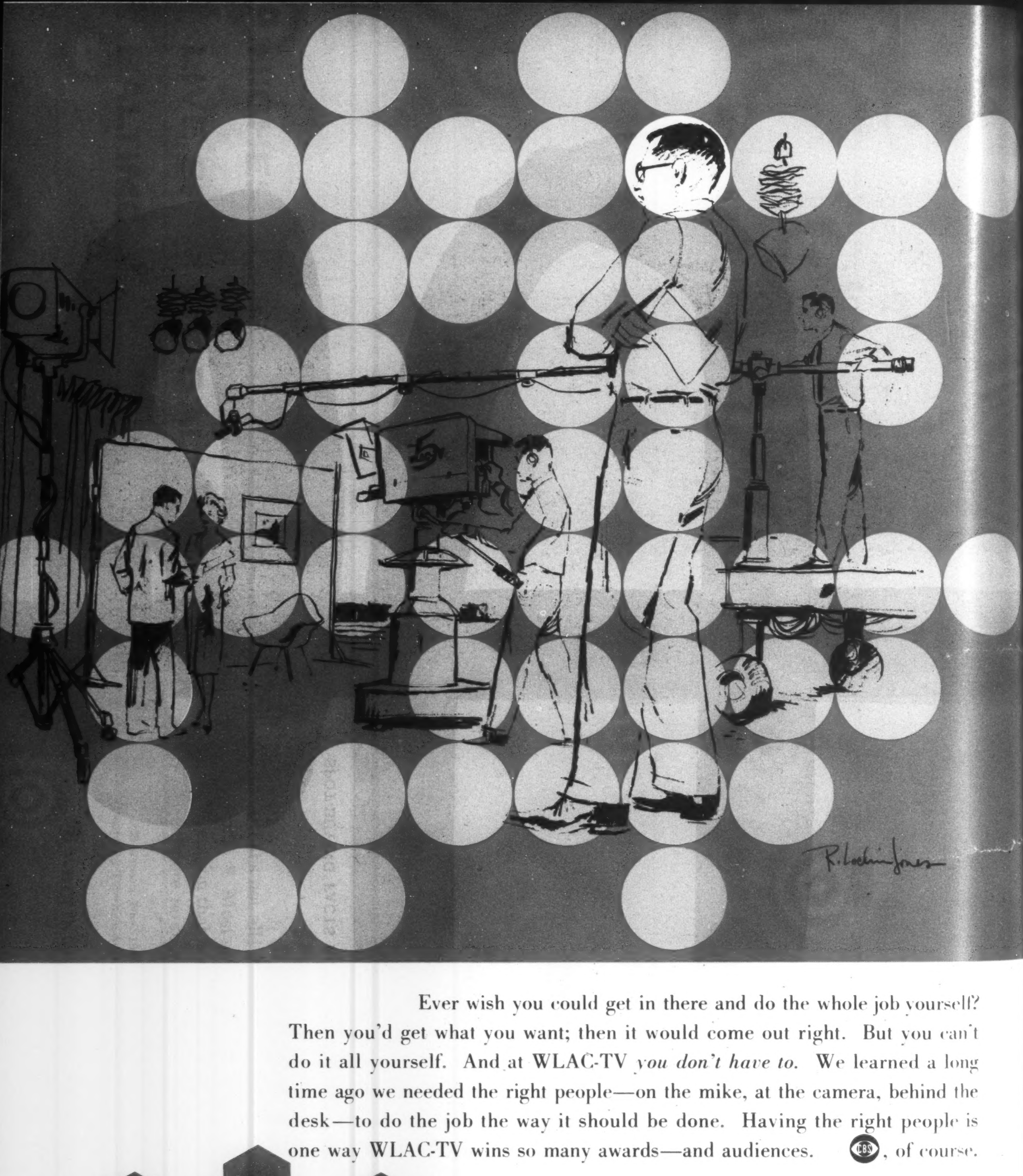
WJZ-TV 13
BALTIMORE

*Balt. ARB Reports, Nov. 1958–Mar. 1960
Represented by Television Advertising Representatives, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.



SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WJZ-TV BALTIMORE



Ever wish you could get in there and do the whole job yourself? Then you'd get what you want; then it would come out right. But you can't do it all yourself. And at WLAC-TV *you don't have to.* We learned a long time ago we needed the right people—on the mike, at the camera, behind the desk—to do the job the way it should be done. Having the right people is one way WLAC-TV wins so many awards—and audiences. CBS, of course.

WLAC-TV the "way" station *to the central south*

nashville

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager

to advertise is threatened: Denial of the right to deduct dealers' advertising allowances prior to reckoning the base for manufacturers' excise taxes; state or federal rules forbidding members of some legitimate businesses or professions to advertise their services; continuous and increasing postal rate discrimination against advertising content of magazines, newspapers and direct mail users; restrictions on billboard advertising located on federal-aid highways.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 30-May 4 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., April 28	**Untouchables** (9:30 p.m.)	ABC-TV	30.5
Fri., April 29	**Black Saddle** (10:30 p.m.)	ABC-TV	21.6
Sat., April 30	**Gunsmoke** (10 p.m.)	CBS-TV	28.1
Sun., May 1	**What's My Line?** (10:30 p.m.)	CBS-TV	23.0
Mon., May 2	**June Allyson** (10:30 p.m.)	CBS-TV	20.9
Tue., May 3	**Red Skelton** (9:30 p.m.)	CBS-TV	22.5
Wed., May 4	**Wagon Train** (7:30 p.m.)	NBC-TV	25.0

Copyright 1960 American Research Bureau

THE FARM MARKET

Admen study means to liven rural sell

If you worked in agency media and had $500,000 to spend on a marketing campaign to introduce a new product to the farm market, what would be your recommendations and reasons?

That was the question posed to an agency panel at a marketing-advertising seminar conducted last Monday by the Chicago Area Agricultural Adv. Assn. The panelists: George Riedle, Needham, Louis & Brorby; Carl Stoddard, Bert S. Gittins Adv., and Cecil Barger, Compton Adv., with Earl Hodgson, of Aubrey, Finlay, Marley & Hodgson, presiding as moderator.

Tackling the hypothetical question, Mr. Riedle cited a product on the market for two years but not actively merchandised, with the spring of 1961 set for the first concerted consumer advertising drive in the Midwest and parts of the East and Southwest.

Radio (five-minute programs five weekly) would be used on about 31 stations the first 13 weeks for its impact and dealer tiein (awareness of dealers), commanding about $97,800 in expenditures. Mr. Riedle gave this breakdown among media: (Eastern) radio 24%, local print 35% and national print 41%; (Midwest) radio 35%, local print 35% and national print 30%; (Southwest) no radio.

Aside from Mr. Riedle, media supervisor at NL&B for the Massey-Ferguson, Kraft Industrial Feeds and Cummins Engine accounts, other panelists recommended mostly other media, with Mr. Stoddard describing the advantages of co-op tv for dealers.

Closing speaker was Sam Schneider, account executive at CBS Radio Spot Sales, Chicago. Discussing five different concepts in advertising and distribution, he claimed that "we in broadcast media are not telling our story as well as we should." He scored lack of information on the part of those who favor other media strategy (on an earlier panel) and felt that elsewise the "personal sell" of the farm broadcaster would have been "more evident." He suggested that agency media people strive for closer "empathy" with the farmer in molding advertising campaigns designed to sell them on given products, such as exists between the farm broadcaster and American farmers.

Advertising credited for company's success

The $60 million worth of business the Riviera Convertible Sofa Bed Co. has done in its six years of operation is a testimony to the "very real value of advertising," Dave Siegel, vice president in charge of advertising, told the Hollywood Ad Club Monday (May 2). He presented awards to four Los Angeles tv stations—KRCA (TV), KTLA (TV), KTTV (TV) and KCOP (TV)—in gratitude for the help they have given Riviera over the years. Also cited were

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THE COFFEE VS. TEA TV BATTLE

Television is apparently coffee's "dish of tea"—and the tea industry's tool.

Data released last week by the Television Bureau of Advertising indicates that tv was the number one advertising medium for the coffee industry in 1959 with gross billing of almost $35 million, while investment by tea companies rose to almost $9 million, an increase of 7.2% over 1958.

TvB also disclosed tv investments by soft goods companies (clothing, footwear and hosiery) rose by 33% over 1958 to a record $22.9 million in 1959, while manufacturers of camera and photo supplies made tv their leading advertising medium last year, spending more than $10.2 million, an 11.5% jump over 1958.

They take tv for tea

	Spot	Network	Total
Lipton	$2,181,540	$1,885,439	$4,066,979
Tenderleaf	120,010	1,275,047	1,395,057
Tea Council	974,150	....	974,150

Soft goods tv spending

	Network*	Spot**	Total
International Latex	....	4,940,310	4,940,310
United Merchants & Mfr.	....	3,840,970	3,840,970
I. E. duPont de Nemours	1,760,361	327,910	2,088.271
Exquisite Form Brassiere	....	1,507,730	1,507,730
Kayser Roth Hosiery	645,821	756,210	1,402,031
International Shoe	35,510	966,700	1,002,210
Maiden Form Brassiere	....	813,550	813,550
Phillips-Van Heusen	723,512	43,010	766,522
U. S. Rubber	....	603,460	603,460
Manhattan Shirt	487,504	21,140	508,644

* Source: LNA-BAR, released by TvB
** Source: TvB-Rorabaugh

Coffee breaks on tv

	Spot**	Network*	Total
General Foods	$7,801,150	$5,592,184	$13,330,334
Standard Brands	1,730,620	2,364,104	4,094,724
J. A. Folger	3,722,440	....	3,722,440
Nestle Co.	1,199,330	1,210,136	2,409,466
Hills Bros. Coffee	1,125,760	873,699	1,999,459
M. J. B. Co.	1,328,670	....	1,328,670
Paxton & Gallagher	1,203,660	....	1,203,660
Duncan Coffee	1,093,070	....	1,093,070
Wm. B. Reily & Co.	1,067,650	....	1,067,650
Chock Full O Nuts	869,630	....	869,630

What the photo companies spent

	Network*	Spot**	Total
Eastman Kodak	$5,136,967	$107,470	$5,244,437
Polaroid	1,716,474	....	1,716,474
Bell & Howell	588,113	205,300	793,413
General Aniline & Film (Ansco)	598,978	28,730	627,708
Revere Camera	....	573,880	573,880
General Electric (flash bulbs)	523,777	....	523,777

* LNA-BAR, Released by TvB
** TvB-Rorabaugh

the city's four metropolitan newspapers. A special award was given to the California Newspaper Publishers Assn. which represents all the community newspapers used by Riviera.

In the year ahead, Riviera will spend $1 million in advertising, using all seven Los Angeles tv stations, the four metropolitan newspapers plus some 50 others, and will add radio. Now operating 39 showrooms in California, Riviera plans to expand throughout the West, then to become a national distributor of its own products, Mr. Siegel said.

Regal says its barter is now 'legitimate'

Barter has been considered a "dirty word." But is it—and has it been "illegitimate?" Regal Adv., New York, an agency which has specialized in this business technique for many years, has asserted that barter, as implemented by many of its practitioners contravenes regulations of the FCC which ban brokerage of time. But Regal Adv., a spokesman said, henceforth will operate what it calls "legitimate barter."

Stanley Grayson, newly-appointed executive vice president and general manager of Regal, claims that FCC rules are violated when a company gives films or equipment to a station in return for a certain amount of time and then re-sells the time to an advertiser. The barter company in this instance, he claims, is serving as a principal in the transaction.

Regal, according to Mr. Grayson, will serve as an agent for a group of its clients. It will make available film or merchandise to a station that is valued at $100,000 for example. The transaction with the station will prescribe that for this $100,000, the station will make available $400,000 worth of time. (Mr. Grayson estimates that stations grant 250% to 400% the value of product in time, depending on the local competitive situation, with multi-station markets allocating the larger amounts). Under Regal's plan, the station actually grants $472,000 in time, including 17.25% for agency commission. Regal turns over the entire $472,000 in time to a group of its clients. Regal's payment will be $100,000 for the value of the merchandise or film product given the station and a 15% commission on the $400,000 order, or a total of $160,000. Mr. Grayson stressed that by this procedure, Regal is acting as an agent for the advertisers and not as a principal in the transaction.

Regal represents clients which have been active in barter. They include Exquisite Form Brassieres and other companies associated with Exquisite Form, such as Silf-Skin (girdles) and Magic Lady undergarments.

Another speechless tv spot

The Ford Dealers Advertising Assn. of Southern California, the association's advertising agency, J. Walter Thompson, Los Angeles, and Playhouse Pictures, who last year gave the Ford dog his chance as regional tv auto salesman, only to have him adopted as Ford's national tv spokesman, hope they have done it again.

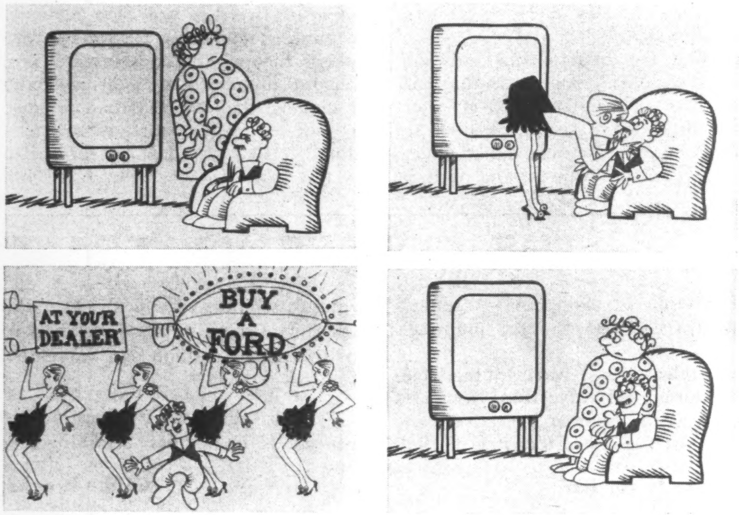
A new animated tv commercial which the dealers' group launched late last month on 23 tv stations in Arizona and Nevada as well as Southern California is as far out as the Ford dog was when he made his tv debut. Perhaps even farther out. For in this one-minute tv spot the name of the sponsor is never spoken. It is seen but not heard.

The only words spoken in the full length of the commercial come towards its end, when the woman who left the room at the start of the spot returns and asks: "Did I miss anything, dear?" The man replies: "Just the commercial." And that's all the talk there is. The usual announcer with his hard or soft sell is conspicuously absent.

The lack of sound is made up for in action. The commercial opens with a couple watching a movie on tv. The picture on their set fades and the wife rises and leaves the room. A young and lissome damsel, reminiscent of the flappers of the 1920's appears on the tv screen. She then steps out of it to move hubby out of his easy chair and make him part of the chorus line of similarly young and lissome girls who dance before background signs that blazon the command to "Buy a Ford . . . at your dealer."

The dance ends and hubby returns to his chair as his tv set shows only the unadorned name of the sponsor, "Ford." His wife comes back in; the dialogue quoted above is spoken; the film on the couple's set resumes and the spot ends.

Bill Melendez of Playhouse Pictures directed the cartoon commercial; Chris Jenkyns wrote the story and, with Sterling Sturtevant, did the design. Bob Carlson and Herman Cohen were the animators and Byron Kane and Ginny Tyler supplied the male and female voices.



Business briefly

Time Sales

All the answers ■ *The Christian Herald,* through Bertram J. Hauser Adv., Short Hills, N.J., buys Mutual's *Dr. Poling Answers* (Sunday, 6:15-6:30 p.m. EDT). Dr. Daniel A. Poling, editor of the *Christian Herald,* answers questions submitted by listeners.

'Tall' order ■ R.J. Reynolds Tobacco Co. signed half-sponsorship of *Tall Man,* new western series starting next fall on NBC-TV (Sat. 8:30-9 p.m. NYT). Set in New Mexico in the 1870's the series stars Barry Sullivan as Deputy Sheriff Pat F. Garret. Agency: William Esty Co., N.Y.

Saturation point ■ Melnor Industries (garden accessories), Moonachie, N.J., which started its $500,000 national tv spot campaign April 15 in major southern and southwest cities, May 1 moved into top markets in northern half of U.S. Saturation schedules run from six to eight weeks in each market. Similar

Interview: Wesby Parker

President of Dr Pepper tells why he recommends time on WLW Television and Radio Stations.

10
2
4
Dr Pepper

"The famous Crosley Group reaches over 9 states and 6.5 million homes—giving advertisers one of the best buys and biggest markets of all 'time'."

"The 5 WLW Television Stations and WLW Radio offer that great big number one desirability—AUDIENCE COVERAGE!"

"So to doctor and pep up your sales, just leave it to Crosley Broadcasting **Cooperation**—as we call it. Because the WLW Stations sure give complete cooperation to advertisers!"

Call your WLW Stations' Representative ... you'll be glad you did! The dynamic WLW Stations ...

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW Radio

Crosley Broadcasting Corporation, a service of **Avco**

WSPR

30% MORE LISTENERS than the 2nd best station reaching the SPRINGFIELD MASSACHUSETTS Metropolitan Market AND 19% MORE than all other 7 stations lumped together!

(Feb.-Mar. '60 Hooper)

Get All the Facts

Call Hollingbery or Kettell-Carter for rates and availabilities

WSPR

1000 WATTS 1270 KC

SPRINGFIELD, MASSACHUSETTS

schedules will run on Canadian Broadcasting Co. starting May 15. Agency: Smith-Greeland Co., N.Y.

Time and again ■ Watchmakers of Switzerland, claiming impressive retail results from current 13-week radio schedule in 30 markets (using more than one station in about half of them), is considering expanded station line-up for new buy in fall. Many stations backed up present schedule with special merchandising-promotion plans. Watchmakers' agency is Cunningham & Walsh, N.Y.

'Wells Fargo' renewed ■ American Tobacco Co. (Pall Mall Cigarettes) has renewed NBC-TV's *Tales of Wells Fargo* for the 1960-61 season (Mon. 8:30-9 p.m. NYT). The sponsor has been associated with the western series since it began on NBC-TV in March 1957. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., N.Y.

Pair for 'Bachelor' ■ American Tobacco Co. (Lawrence G. Gumbinner Adv.) and Whitehall Labs Div. of American Home Products Corp. (Ted Bates) will repeat their joint sponsorship next season of NBC-TV's *Bachelor Father* (Thurs. 9-9:30 p.m. EDT). American's purchase is for dual-filter Tareyton Cigarettes. Starring John Forsythe, the series is a Bachelor Production filmed at Revue Studios in Hollywood with Robert Sparks as executive producer and Everett Freeman as producer.

Kelly in color repeat ■ Pontiac Div., General Motors Corp., Detroit, will offer a video taped repeat performance of "The Gene Kelly Show" on NBC-TV's *Pontiac Star Parade* May 13 (Fri. 10-11 p.m. EDT). The special full-hour colorcast was previously seen on CBS-TV, April 24, 1959. Guests in the musical revue include Carl Sandburg, three European ballerinas and Liza

'Advertising at work' seminar

There's a new generation of advertising men and women cut out for agency ranks—and D'Arcy Adv. Co. is doing its part to prepare students for full-fledged careers.

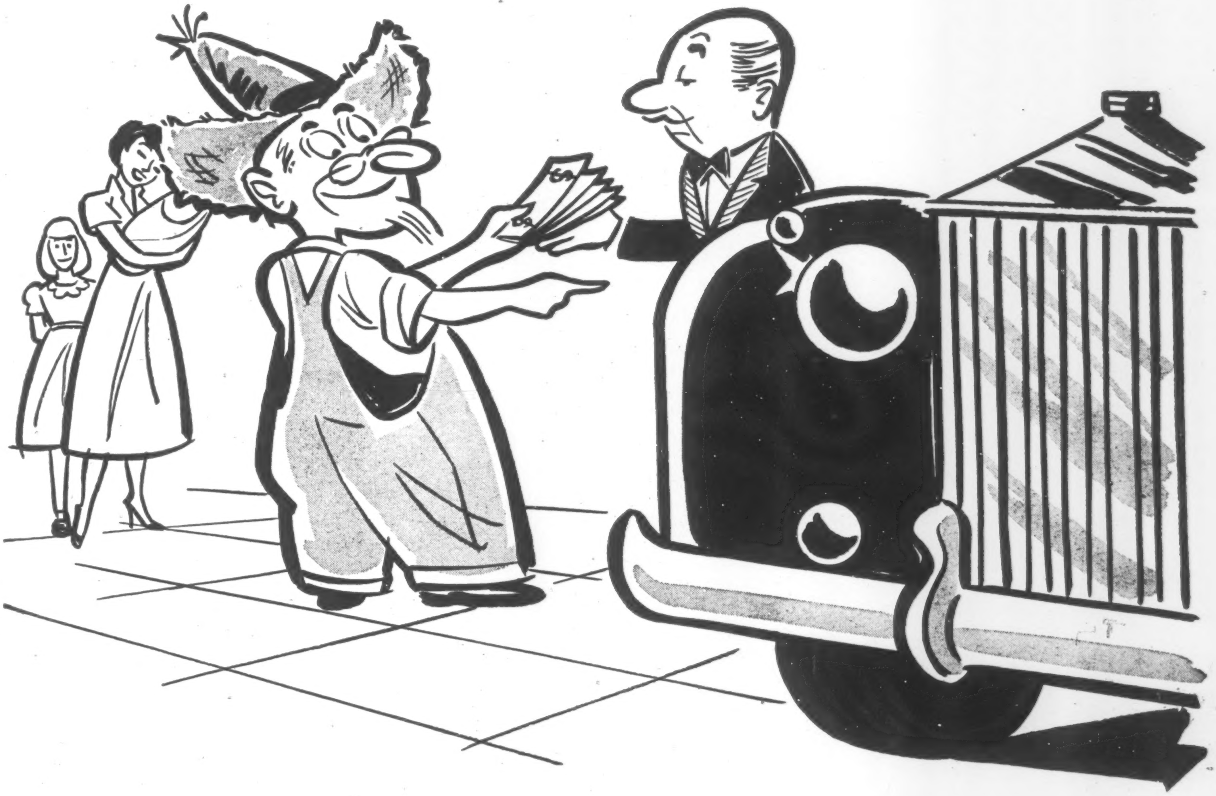
The agency recently initiated an "Advertising at Work" program in cooperation with the advertising faculty of the U. of Missouri School of Journalism. D'Arcy invited 34 members of the undergraduate chapters of Alpha Delta Sigma and Gamma Alpha Chi to spend a day at the agency. The purpose: to provide insight into D'Arcy's own job of creating readable, believable campaigns that sell products and services of clients.

A feature of the day's program, which included a tour of the agency's radio-tv studios and other facilities, was a series of mock meetings between account executives and advertisers.

D'Arcy followed up with a media relations seminar for 17 salesmen from radio-tv station representative firms and local St. Louis stations. The seminar marked the 11th in a series of such meetings between agency and media people with an eye towards advertising's future.

Ad Creation ■ John Weber (r), D'Arcy's radio-television creative department, talks about the role of tv in creating consumer awareness of a food product—in the D'Arcy radio-tv studio.

Now FARGO is No. 1 in the U.S.A., for retail sales per family!



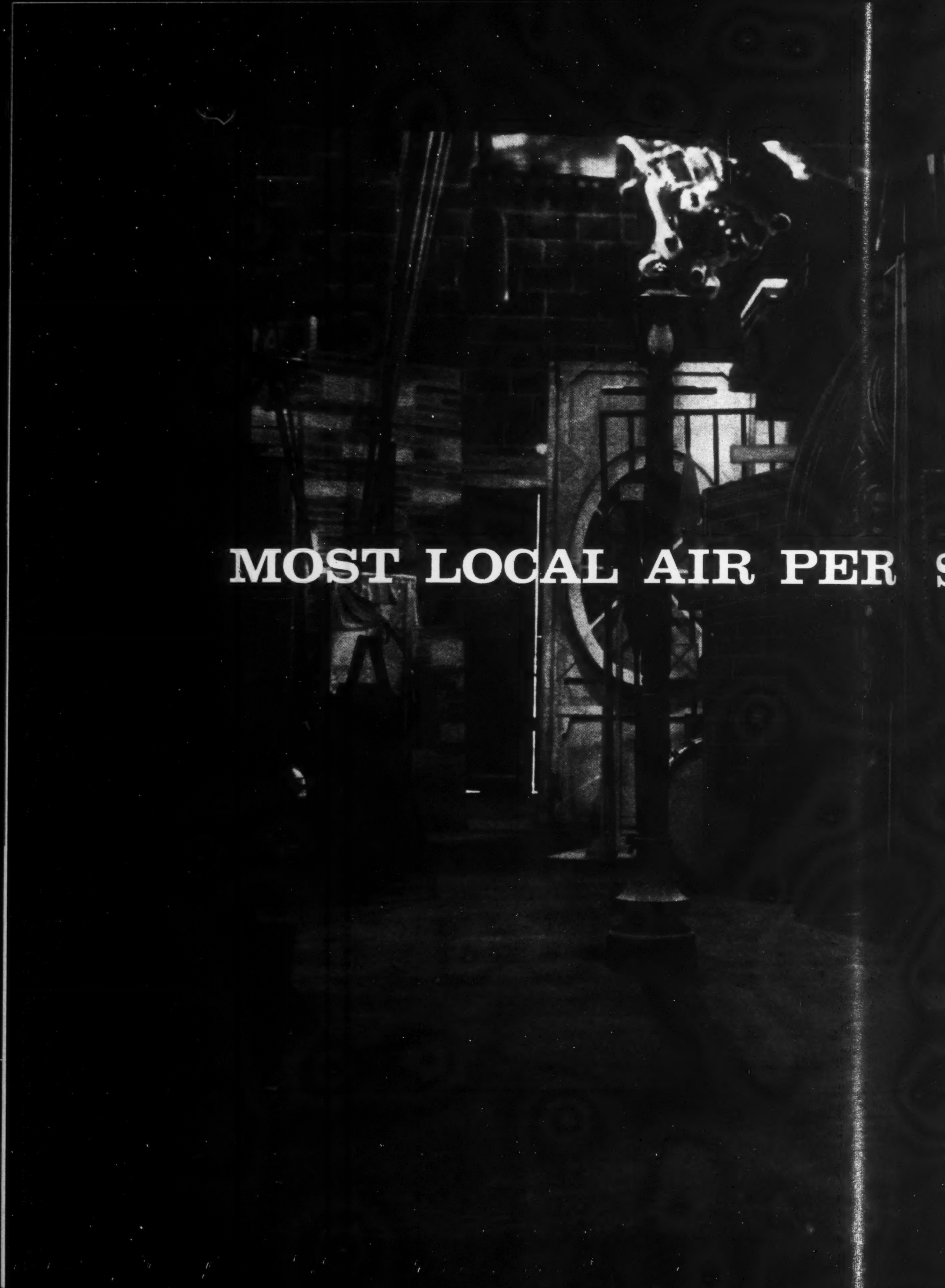
We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY
FARGO, N. D.
NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



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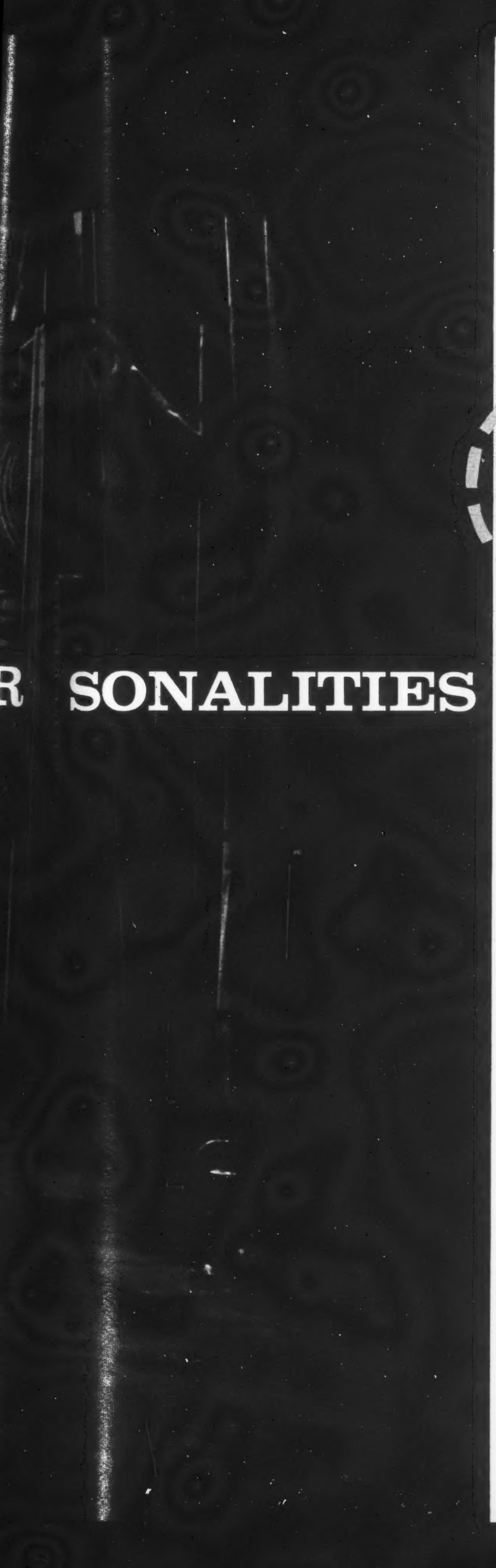


SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WBZ-TV BOSTON

R SONALITIES

— more than any other Boston TV station.

And look at these other facts about WBZ-TV!

■ Most national advertisers of any Boston TV station — 193 compared to 148 for the second-place station. ■ Most newscasts of any Boston TV station. ■ Public service programming — 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Largest TV share of audience.* ■ Most awards of all Boston TV stations. ■ *That's why IN BOSTON, NO TV SPOT CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION —*

**ARB*

WBZ-TV
BOSTON

Represented by Television Advertising Representatives, Inc.

WBC Westinghouse Broadcasting Company, Inc. SEAL OF GOOD PRACTICE TELEVISION CODE

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE FOOD
IS SOLD ON
LONG ISLAND
THAN IN
NEWARK,
NEW HAVEN AND
NEW ORLEANS...
PUT TOGETHER!
$764,361,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau)
...Delivers MORE Audience than any other
Network or Independent Station!
(Pulse)

10,000 WATTS

WHLI
AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

the voice of
long island

Represented by Gill-Perna

The business in romance

The U.S. bridal market in 1958 created a tv set retail market of $185 million, or 17% of the total industry sales, according to a comprehensive profile of the bridal market prepared at BBDO, New York. The report on television sales adds that 65% of the brides in 1958 acquired a tv set by the time of their wedding day, at an average retail cost of $196.99.

Brides also acquire by their marriage date a large share of the total number of radios sold each year. In 1958, 45% had purchased or received as a gift a clock radio at an average cost of $37.49, which represents 34% of the industry's $71 million sales. Brides created a retail market of $20 million for portable radios the same year, with 34% of the brides receiving portable radios retailing at an average of $40.63. Table radios, the BBDO report shows, went to 45% of the brides that year. This created a retail market of $23 million which, in turn, represented 24% of the total retail industry sales. Average: $35.71.

The report sells for $3 and may be obtained by writing Louis Kruh, marketing department, BBDO, 383 Madison Ave., New York 17. It gives sales breakdowns for all other products considered popular in hope chests or as bridal purchases and gifts. It's pointed out that each marriage generates a demand for about $15,000 worth of goods and services that would not otherwise be bought. Beginning in 1965, the number of marriages will increase rapidly, totaling close to 2,250,000 by 1970, which compares with only 1,445,000 in 1958, according to BBDO's report on the business of romance.

Minnelli, daughter of Judy Garland. Agency: MacManus, John & Adams, Blloomfield Hills, Mich.

Change network horses in July ▪ Plymouth, sponsor of the *Steve Allen Show* on NBC-TV (Mon. 10-11 p.m. EDT), which will not return next fall, has picked up alternate-week sponsorship of the *Garry Moore Show* on CBS-TV (Tues. 10-11 p.m. EDT) starting in July. Agency: N.W. Ayer & Son, Philadelphia.

Agency appointment

▪ Arrivals Ltd. (Arrivals Beautiful Nail Color Wand polish), Chicago, appoints The Caples Co. to handle its account. The firm has begun spot tv campaign utilizing personalities in Chicago and Minneapolis (about 20 participations per week) while continuing 13-week participations in NBC-TV's *Jack Paar Show*.

Also in advertising

Bright decade ▪ Gardner Adv., St. Louis, has issued a progress report on its last 10 years which outlines its plans for the future. Called "Moving Ahead into the Marketing Sixties," the brochure reports an increase of 201% in total billings for Gardner during the '50s with volume reaching a record high of $37,615,484 during 1959. The agency has expanded to include 375 employes and the total outstanding stock is held by 99 of them.

New channels ▪ Music Makers Inc., N.Y. and L.A. is producing all its commercials, both television and radio in stereophonic sound. The new service (no extra charge) is supervised by sound engineer Bill Schwartau, who also serves as producer and director. Before joining Music Makers he was chief engineer for A&R Recording, N.Y.

Rear guard ▪ The tv-radio department of Fletcher Richards, Calkins & Holden, N.Y., has moved to 730 Fifth Ave. The entire agency now has been consolidated at the pre-merger address of Bryan Houston, Inc., except the Eastern Airlines account service group, which remains at 10 Rockefeller Plaza near the client.

Transfer ▪ J. Walter Thompson Co., New York, has announced that it will transfer its Consumer Purchase Panel to the Market Research Corp. of America in the middle of the year. The panel method of research is based on reports from thousands of families who describe details about their purchase of products. A Thompson spokesman said the move was made because the agency feels that MRCA service has expanded to the point that subscribers can be "better served" by MRCA, while the agency can move into areas where data is not so readily available.

Best radio commercial ▪ Noreen Inc. (temporary color hair rinse products) was honored by Denver Advertising Club for best commercial in radio classification of annual awards competition. The commercial (utilizing theme, "Mirror, mirror, on the wall") was produced by its agency, Bradley Lane Co., that city. Company also won similar first-place citation in magazine advertising category.

As "Baltimore" as Row Houses and White Marble Steps . . .

. . . that's WMAR-TV! Baltimoreans view WMAR-TV's intensive coverage of civic activities as part of their everyday living. WMAR-TV programs more local public service features weekly than any other Baltimore station! It's no wonder Baltimoreans—and Marylanders—look upon WMAR-TV as *their* station.

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2
Baltimore 3, Maryland

CBS TELEVISION

Represented Nationally by
THE KATZ AGENCY, Inc.

FCC SEEKS PROGRAMMING POWERS

It orders draft of policy saying it can examine what's on air

The FCC last week told its staff to draw up a report which would find that it has the authority and responsibility to consider over-all programming by broadcast licensees.

The action was taken unanimously by all six commissioners at a special May 2 meeting.

The instructions were given to Ashbrook P. Bryant, chief attorney of the Broadcast Bureau's office of network study. He was asked to submit a first draft within six to eight weeks.

Mr. Bryant acted as senior commission counsel during the eight-week-long public inquiry into programming. This ran from Dec. 8, 1959 to Feb. 1 of this year.

During the hearings the commission, sitting *en banc*, heard almost 100 witnesses who made a record of more than 5,000 pages of transcript. The witnesses ranged from educational and religious leaders to broadcast representatives.

Rulemaking Too ■ The commission also last week told its staff to prepare a proposed rulemaking document to revise application forms which call for program information. This was understood to be based on the possibility that new or additional information on program categories or percentages may be necessary in order to carry out programming determinations.

This rulemaking will not be issued, it was understood, until the commission thoroughly hashes out just how far it should go in putting overall program surveillance into practice.

The acceptance of responsibility to look at overall programming, it was pointed out, changes nothing. This is exactly what the FCC has done since its inception, it was emphasized. The commission has always required applicants for original grants to spell out programming proposals and for renewals to itemize categories and percentages of program types. These include such categories as entertainment, sports, news, discussion, education, religion, agriculture.

It is in this area, that the commission may split, it is believed.

Some commissioners feel that program review not only must be continued, but should be enlarged. One commissioner expressed the view that something must be done to compare promise with performance.

This would require, he observed, some sort of an explanation from a licensee where the broadcaster departed in any significant degree from his proposed program schedule.

This was one of the premises of the 1946 *Blue Book*—that broadcasters in many instances had failed to live up to program promises.

Canada's new radio regulations require that licensees follow program proposals—or secure permission from the Board of Broadcast Governors before making any major changes.

Oppose "Control" ■ Other FCC commissioners feel that there is nothing untoward about a report which holds that the FCC has authority to consider overall programming but balk strenuously at any hint of program "control."

This viewpoint was made clear by one commissioner who insisted that he would oppose any activity that would give the FCC power to consider individual programs—in any way whatsoever.

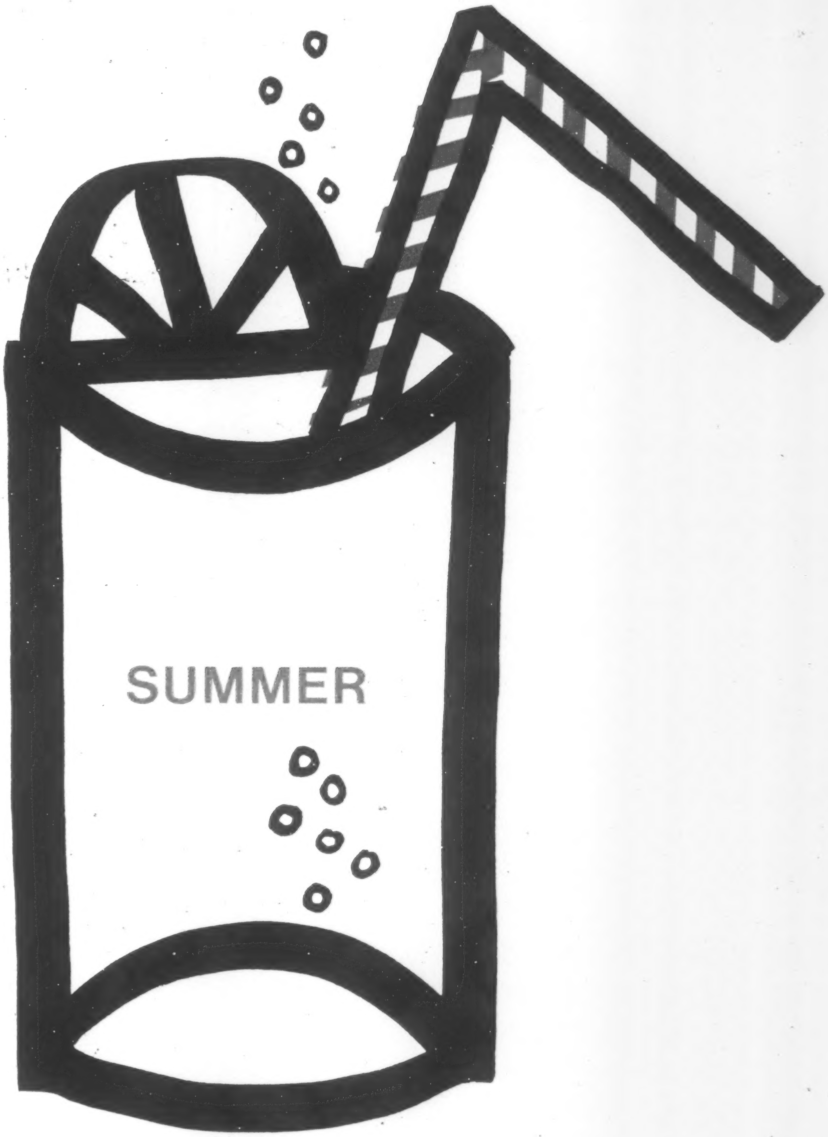
The commission's programming inquiry was an outgrowth of the hue and cry which resulted from the disclosures of rigged quiz shows and payola scandals.

Its purpose was to determine (1) whether the FCC had the authority to consider programming as part of its responsibility in judging the public interest operation of a broadcast licensee, and (2) if so, how far to go in doing something about it.

The commission's notice last week was in the usual form of a short, one-paragraph notice of commission instructions in a docket case (No. 12782). No mention was made as to which commissioners were present or how they voted.

Leading broadcasters agreed during the program hearings that the FCC had the legal right to look at programming over-all in judging applicants' characters (see editorial page 114).

Prize winners ■ Ashbrook P. Bryant (l), chief of the FCC's network study staff, and FCC attorney James Tierney last week received $500 cash awards and special citations "for outstanding special service performed in connection with arranging for and conducting the commission hearings on commission authority over programming." The cash prizes were made by the FCC's incentive awards committee. At about the same time Mr. Bryant was instructed by the FCC to prepare the draft of a policy stating the FCC's extent and application of authority over general programming practices in television and radio.



SUMMER: It's the coolest time of the year on WJW-TV! Beginning in June, channel 8 kicks-off its exciting SUMMER FILM FESTIVAL . . . a cool summer treat of the best feature films from Paramount, Warner Bros., 20th Century and United Artists. It's a time for gigantic contests with prizes from automobiles to miniature poodles. It's a time when WJW-TV advertises, publicizes, and devises top exploitation. The price is right too, in fact, it's the best time money can buy.

YOU KNOW WHERE YOU'RE GOING WITH WJW TV
CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

FIRST BY FAR

1

in Greater Portland, Oregon

LOWEST COST PER THOUSAND...

..BY EVERY MEASURE

(Latest PULSE and HOOPER)

KISN

NUMBER
6 AM to
Midnight
1
(Average)

More ¼ hr
firsts than
all other
Portland
stations
combined
—230 out
of 300
Oct.—195
PULSE

NOW 1st in HOOPER too . . . 26.4

Mar., 1960—6 a.m. to 6 p.m. over-all

..YOUR MUST BUY

DYNAMIC
RADIO IN
DYNAMIC
MARKETS

KISN-Portland
AVERY-KNODEL
KOIL-Omaha
AVERY-KNODEL
KICN - Denver
ADAM YOUNG

the Star stations

DON W. BURDEN — *President*

PAYOLA SHOW HITS ROUSING FINALE

■ Dick Clark gives repeat performance by popular demand

■ Commerce committee says it's drafting bills on payola

The House Legislative Oversight Subcommittee last week rolled up the tent on its payola hearing and began getting ready for the next show. Its last two attractions were Dick Clark, ABC-TV disc jockey-m.c. now shorn of his personal holdings in the musical field, and Leonard Goldenson, president of American Broadcasting-Paramount Theatres, which operates ABC-TV and ABC Radio.

Although Capitol Hill was crawling with sight-seeing members of the American public on Monday, they paid scant attention to Mr. Clark's woes, and even the scattering of bobby soxers refused to wait out the ABC-TV star's explanation of subcommittee charts showing his former holdings. The working press hung on bravely in expectation of new Clark tidbits, but for the most part found other work to do when his boss—who doesn't plan to divest anything—took over the witness chair Tuesday.

The five-months-in-the-making performance last week was otherwise marked by the increasing mellowness of Oversight Chairman Oren Harris (D-Ark.), who got aroused only after Mr. Clark said he failed to see anything wrong with accepting $7,000 for plugging American Airlines on his ABC-TV show. Rep. Harris' relative serenity was offset by the virulence of subcommittee member John E. Moss (D-Calif.), who has a theory that rock and roll music would disappear if disc jockeys would not play it, because, he believes, repeated airings can make a hit of any tune.

It was announced the parent House Commerce Committee staff now is redrafting bills on payola and other subjects heard in testimony before the committee's Communications & Power Subcommittee, also headed by Rep. Harris (BROADCASTING, April 18).

Dizzying Day ■ Rep. Moss expressed skepticism of the candor of the two witnesses as did Robert W. Lishman, subcommittee general counsel, until the latter suffered a sudden dizzy spell during questioning of Mr. Goldenson Tuesday morning and left the room. He returned in the afternoon, but took no more part in questioning.

Mr. Clark was preceded on the stand by James B. Kelly, a subcommittee investigator, who said he interviewed Mr. Clark last November and that the ABC-TV star acknowledged Chips Distributing Co., in which he held a minority interest, had made payments to disc jockeys. Mr. Kelly said Mr. Clark said, "Why not?" when asked why the payments were made.

He also charged Mr. Clark had withheld from him knowledge that Anthony Mammarella, associate producer on Mr. Clark's show, had accepted payments from record companies.

Mr. Clark, then taking the stand, said he knew Harry Chipetz, head of Chips, was making payments to disc jockeys, but he didn't want to tell Mr. Chipetz "how to run his business." He said he told Mr. Kelly to talk to Mr. Mammarella himself about accepting the payments.

The ABC-TV star said the reason the affidavit he signed was different from those ABC required of other disc jockeys and program people was because his own lawyers drafted it, not ABC's, before the ABC form was drawn up.

Mr. Clark said he didn't consider a payment to be payola unless the disc jockey agrees to play the record, differing from secret testimony given the week before by Alan Freed that no agreement is necessary. Mr. Freed, former WABC New York disc jockey, testified in secret session, but his testimony was made public last week, along with that by six other closed-door witnesses.

Copyright Interests ■ Mr. Clark acknowledged he had been assigned interests in the copyrights of about 145 songs for which he made no payment. He said it was common for songwriters to assign copyrights to music publishers. He later acknowledged that while they were assigned to him as a music publisher, the writers probably expected he would play them on his ABC-TV show.

The ABC-TV star acknowledged that one of his companies received about $7,000 from American Airlines over several weeks for an announcement on the show that transportation was furnished—or arranged by—the airline for artists appearing on his show. He wasn't sure the airline did in fact furnish transportation.

Rep. Moss described this agreement as illegal and said he would call it "Clarkola." "You aren't licensed (by the FCC) and have no right to sell time," he said. Mr. Clark said ABC had approved the contract. Such arrangements, he said, have been and still are common in broadcasting.

Rep. Moss called the airline plugs a "subterfuge" to get a commercial on the program and said that if the practice is widespread, "I'd say we need a

The big payoff

Payments totaling $263,244 during 1958-59 were made by 1300 record distributors in 23 cities throughout the U.S. to tv and radio disc jockeys, station librarians, program directors and other station personnel. Chairman Oren Harris (D-Ark.) of the House Oversight Subcommittee reported the figures when the group closed its payola testimony last week after a protracted hearing.

Rep. Harris said the figures were the result of a questionnaire survey made by the subcommittee and covers distributor payments for promotion, advertising, entertainment, selling expense and gifts. The questionnaires called for station call letters and names of individuals, but these were not disclosed last week.

The 23 cities were in 15 states and the District of Columbia and do not include distributors in Boston and Philadelphia where the subcommittee already has investigated, Rep. Harris said. Questionnaires were mailed to 230 distributors Feb. 25, but 100 have not replied.

Payments involved 122 tv and radio stations in 42 cities and 21 states. Recipients totaled 207 individuals and 12 licensees. Payments by areas: West Coast (Los Angeles), 16 replies of payments to 23 people and 2 licensees, involving 13 stations, $86,954; Central U.S. (St. Louis), 6 replies, payments to 23 people, involving 6 stations, $51,850, and (Chicago), 11 replies, payments to 64 people, 1 licensee, involving uncertain number of stations, $50,395; East Coast (Baltimore), 4 replies, payments to 10 people, 8 licensees, involving 11 stations, $17,237.

Rep. Harris said these figures are in addition to information already in subcommittee files and do not duplicate any of these figures.

ABC-TV's Clark
No Van Doren repeat

AB-PT's Goldenson
The plugs were proper

WABC's Hoberman
Freed's show wasn't free

little more diligence on the part of the FCC."

Mr. Clark denied accepting reimbursement from artists appearing on his show of the standard union fee for appearances. He said he was "horrified" to find in 1958 that record companies were paying artists for the appearance, then deducting it from their royalties, and that he had the practice stopped on his show.

The ABC-TV star, who has acknowledged that he might have played records in which he held interests more than other records already on hit lists, told Rep. Moss he used his abilities to pick hit records before they became hits, then stopped playing them when they reached the hit level.

Not a Follower ■ Once records become hits they are played on "every station in the country," he said, adding he didn't want to be "a follower." One of the reasons for his success, he said, was his ability to select records that later became hits.

Rep. Moss, holding to his position that repeated exposure on the air creates hits, expressed the opinion that the hit lists might be different if there were another national network disc jockey to give Mr. Clark competition.

Mr. Clark told Rep. William Springer (R-Ill.) he didn't feel ownership of stock in a company making payments to disc jockeys makes a person guilty of making payola payments.

Mr. Clark defended teen-age singer Fabian Forte and other young singing stars when Rep. Steven Derounian (R-N.Y.) read a magazine article charging that Fabian's popularity was created by emphasis on his "seductive" appearance, publicity buildups and engineering beef-ups of his records to disguise his poor singing ability. "He is one of the nicest human beings I ever met," Mr. Clark said of Fabian, adding that he was only 16 years old when he first appeared on the Clark show.

The ABC-TV star said he had turned down an offer of $50,000 from RCA Victor to help package some records into albums and had received offers from other firms although he didn't give their names.

Airlines, Freed and Mammarella ■ Making his first appearance before the Oversight subcommittee, Mr. Goldenson faced rough committee questioning on (1) paid American Airlines plugs on the Clark shows; (2) activities of Anthony Mammarella, and (3) earlier testimony by Alan Freed. Principal antagonists were Reps. Moss, Mack and Bennett.

The AB-PT chief executive stressed that all the company's operating divisions are independently managed and each functions separately and autonomously. "Clandestine persuasion or advertising is not proper," he said in a prepared statement. "We are in complete agreement that there is need for the reappraisal and overhaul that the disclosures by your committee have brought about."

Immediately following the Oversight disclosures on payola, Mr. Goldenson said, ABC investigated its own employes and operations and instituted new controls to insure compliance with network programming policies. He stated that 111 disc jockeys and others in a position to select records to be aired were asked to sign affidavits disclaiming payola and outside music interests. All except Mr. Freed signed willingly and denied ever having received payola.

Similar affidavits will be required once each year, Mr. Goldenson told the congressmen, and ABC employes have been put on notice that solicitation or acceptance of any unauthorized consideration is grounds for immediate dismissal. Also, he said, the network's employes may not own outside music interests without prior approval. "We believe that we have thus established clear and unmistakable standards to which our employes and performers are expected to conform," he stated.

Answering Mr. Freed's charge that Mr. Clark was allowed to choose the language of the affidavit he (Clark) signed, Mr. Goldensen said: "I assure you that there is no significance to the difference in the wording of the affidavits. Both elicit the same information . . . and served the same purpose." He said Mr. Freed was discharged, not because of any disclosures, but because he refused to provide ABC with any information under oath upon which a decision could be based.

Completely Truthful ■ Mr. Goldenson deviated from his prepared testimony, over the protests of Rep. Moss, to deny charges by Mr. Freed that ABC Vice President Mortimer Weinbach had told him (Freed) to boost Am-Par records and Paramount Theatres. Mr. Weinbach was quoted as saying that he had never seen or talked to Mr. Freed.

Rep. Moss protested that any denial should come from Mr. Weinbach, who was in the audience. He called Mr. Freed "one of the very few completely truthful men we had before us." Later, and while discussing the airline payments, the California Democrat bluntly told the ABC president: "Very frankly, I do not believe you."

The witness was questioned closely as to why ABC did not investigate the activities of Mr. Mammarella, former producer of the Dick Clark show and associated with Mr. Clark in several publishing and recording companies. Mr. Goldenson said that the ABC star was asked to explain his activities last Nov. 11 and that Mr. Mammarella had resigned two days previously. Also, he said, the producer was not an employe of ABC, but an outside producer, and therefore there was no way ABC could question him.

Rep. Mack, in pointing out that Mr. Mammarella selected 50% of the records played on the Clark show, told the ABC president: ". . . You have made a very good argument in favor of network regulation," and charged the network sought only enough facts to justify its own actions.

Have Show, Will Travel ■ Mr. Goldenson defended the American Airlines-paid ($7,000) plugs as proper and above board. He said ABC approved of the transaction and that the money was designated to pay travel expenses of the show from city-to-city. He strongly disputed contentions by Rep. Bennett and others that the public had been deceived in announcing that travel arrangements for the program were made by American Airlines.

He estimated that the Dick Clark show grosses about $6 million annually for ABC.

ABC acquired its recording arm, Am-Par, in 1955, Mr. Goldenson testified. He acknowledged that Am-Par began making payments to disc jockeys in 1957 but said the practice was stopped early this year. He said Am-Par records played on the network and owned-stations are chosen "strictly for their own merit."

"We earnestly feel that our augmented policies . . . will insure against the occurrence of deceptive practices with which we are all understandably concerned," Mr. Goldenson said. He recommended that legislation be enacted making the giving and receiving of payola a crime. "A broadcast licensee should not be responsible for payola of which he has no knowledge and could not reasonably be expected to have knowledge," he said.

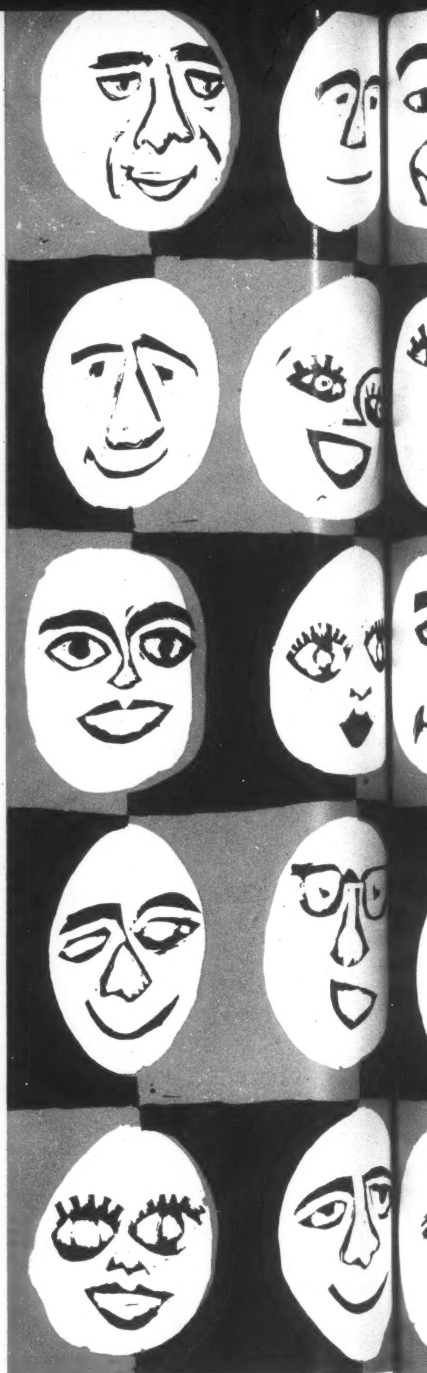
'Firestone Hour' Revisited ■ In his afternoon testimony, Mr. Goldenson was questioned by Rep. William Springer (R-Ill.) about ABC-TV's cancellation of the *Firestone Hour.* The AB-PT president said the program drew only a 14% share of audience, which made the time before and after it unsalable and that ABC-TV had to drop the show to effectively compete with CBS and NBC during these periods. It replaced *Firestone Hour* (9-9:30 p.m. Monday) with *Bourbon Street Beat* (8:30-9:30), which he estimated has about 30% of the audience. Rep. Springer said *Bourbon Street* is one of the "worst shows I've ever seen."

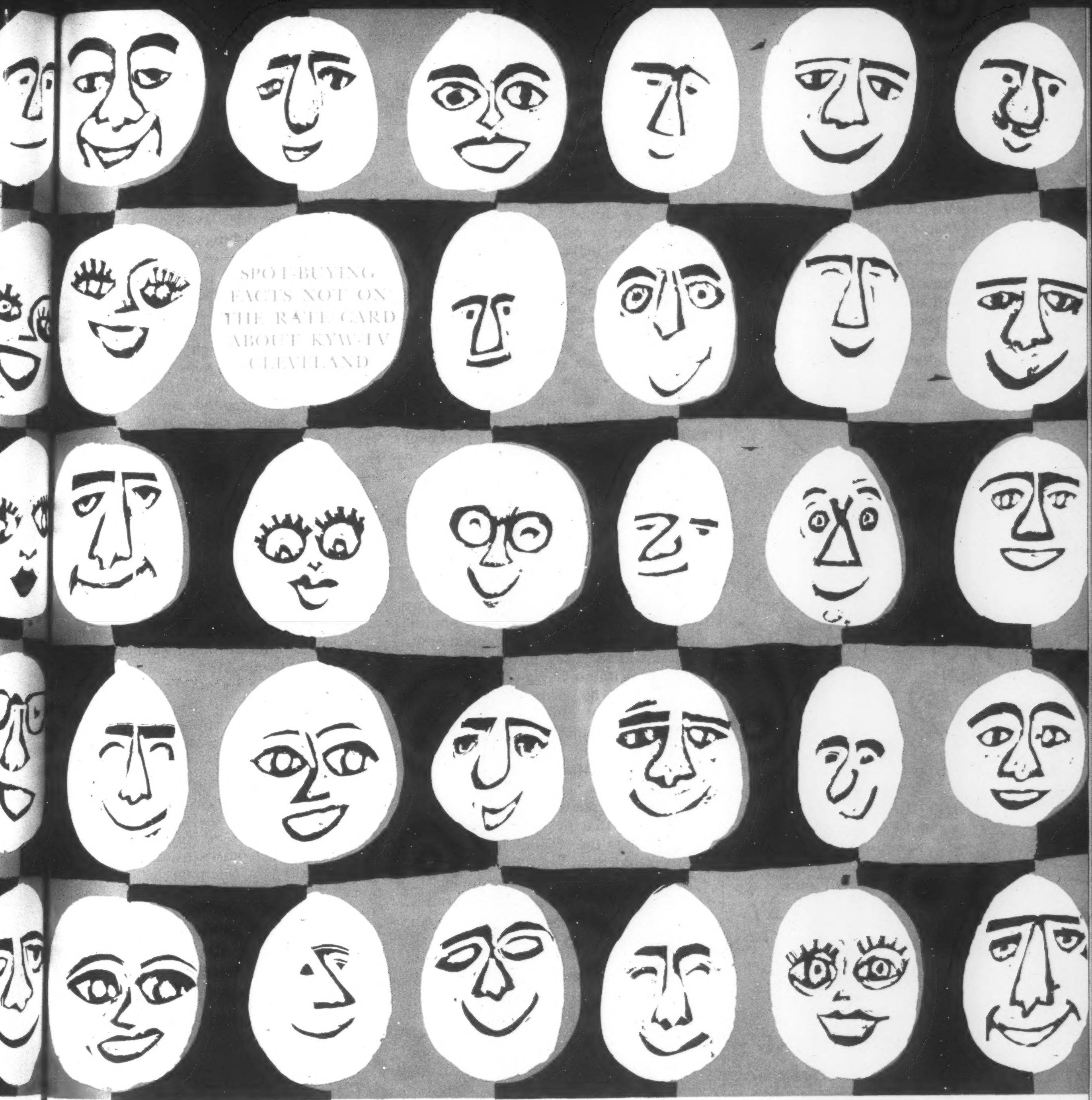
Mr. Goldenson said ABC-TV had promised *Firestone Hour* wouldn't be dropped if it held to a 52-week schedule, but when it went to a 39-week contract, ABC-TV exercised its cancellation option. It first offered Firestone 10 p.m. Monday, but when this wasn't immediately accepted, sold the 10-10:30 period and offered 10:30-11 Monday or 10 p.m. Saturday. Firestone refused.

Rep. Springer told Mr. Goldenson he is serving notice on ABC-TV, CBS-TV and NBC-TV that if their programs don't improve he will ask the oversight subcommittee to hold hearings on programming. Cancellation of *Firestone Hour*, he said, "was one of the worst mistakes the networks ever made." People may not be too interested in tv quiz rigging and payola, he said, but they are concerned about programming and "if this is what's going to happen, I think we ought to go into programming very thoroughly."

Mr. Goldenson said ABC-TV programming is improving all the time and noted ABC has been at a competitive disadvantage because of a lack of three-station markets.

Fly Now, Pay Later ■ Rep. Moss questioned Mr. Goldenson on the American Airlines plugs and was told that the arrangement was made to defray travel expenses for the Clark show on

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Most Adult Viewers of All Cleveland TV Stations

And that's not all! Most women viewers of all Cleveland TV stations...most local and national advertisers of all Cleveland TV stations, too. That's why, in Cleveland, no spot TV selling campaign is complete without the WBC station . . .

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SEAL OF GOOD PRACTICE TELEVISION CODE

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

the airline. A letter was produced showing that Mr. Clark's companies had a $3,049 cash balance owing to them after airline expenses had been deducted. Rep. Moss asked Mr. Goldenson to supply information for the past three years on similar arrangements and hinted that perhaps Congress ought to relieve the network of discretion to make such arrangements.

Rep. Moss also charged that ABC drew up a contract with Mr. Clark which gave the network the "flexibility of expediency" to discontinue his services for certain violations of network policy on outside interests held by employes. Asking for the ABC statement of such policies, Rep. Moss was told that it was not in written form, but had been passed verbally to department heads.

Mr. Goldenson denied ABC had selected Paul Porter as attorney for Mr. Clark. Rep. Moss the day before had charged Mr. Porter with coaching Mr. Clark in his answers to subcommittee questions.

Rep. Moss said FCC laxity has encouraged "gimmicks" by broadcasters to circumvent Sec. 317 of the Communications Act and that the subcommittee has had to "drag information from industry witnesses about violations." Broadcasters, he said, say they are a young industry. "But how can an industry be so young and have so many bad habits?"

Rep. Peter Mack (D-Ill.) said Mr. Clark was not only the "top dog" among disc jockeys but also in payola. "I can't see that he is in any different category than the others," he said.

Mr. Goldenson said his network is willing to help Congress write legislation against payola and plugola abuses.

The Freed Case ■ Ben Hoberman, general manager of WABC New York, said the station discovered that disc jockey Alan Freed (later fired) was using one of his WABC programs to plug his personal appearances and told him he would have to buy commercial time on the station if he continued the plugs. Mr. Freed then agreed to buy time, he said, under a sales contract, which, Mr. Hoberman said, was an "accommodation" to Mr. Freed.

He said Mr. Freed was fired by ABC, not because he had outside interests, but because he refused to answer ABC's questions about them.

Rep. Moss, who earlier had contrasted the Freed sales contract with Mr. Clark's arrangement and held Mr. Clark should have been required to buy several million dollars worth of time for playing on his programs those records in which he had interests, asked Mr. Goldenson to furnish WABC's rate card so he could compare it with the price Mr. Freed was paying for time.

Bill Martin and Rex Sparger, subcommittee staff members, testified on the results of an analysis they made from information furnished by Mr. Clark on records played on his show from August 1957 to November 1959.

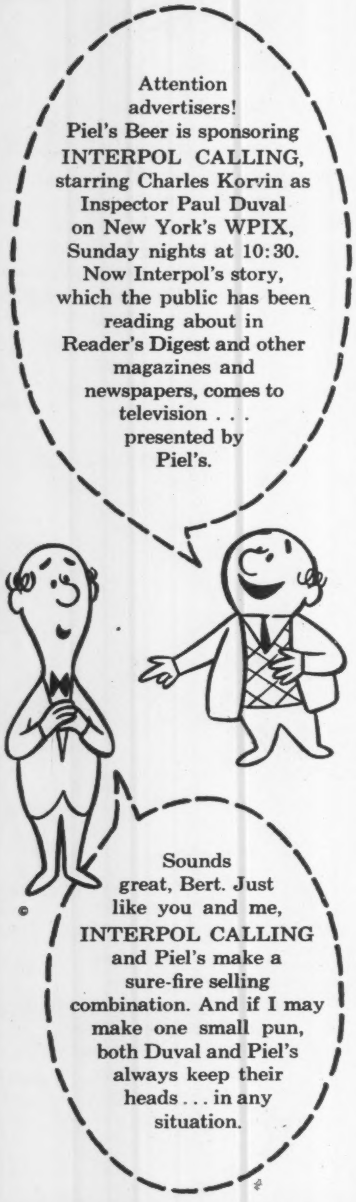
They reported 41 titles representing 51.8% of the titles available through Mr. Clark's publishing companies were played an average of 15.3 times on his show, with the preponderance of plays coming before the titles had made the *Billboard* popularity charts or reached their peak on them. Of records available through Mr. Clark's manufacturing companies 57 (50.4%) were played, each averaging 19.9 times, with the preponderance of plays again made before rising on the charts. They also indicated heavy plays for records pressed by Mr. Clark's pressing company and somewhat lighter averages for ABC-Paramount records. The *Billboard* charts carried 41.4% of titles owned through Mr. Clark's publishing companies and 45.6% of records owned by his record companies from October 1957 to November 1959.

They said the figures established that Mr. Clark pushed songs in which he had an interest and "manipulated (air) plays to the fullest advantage." They pointed out that Mr. Clark selected records for his show only half the time, while Mr. Mammarella—who admitted taking payments from several record companies—selected the others.

The subcommittee also released testimony given in secret last January by Anthony Mammarella and between April 25-28 by record company owners and officers who had dealings with Mr. Clark. Mr. Mammarella, it was revealed, said he accepted payments from nearly a dozen companies, but said payments were not payola. Others included Harry Chipetz, Bernard Lowe and Harry Finfer, associated with Mr. Clark in some of his musical enterprises, and George Paxton and Marvin Cane who assigned him royalties.

Finfer claim denied

WVCH Chester, Pa., last week informed the House Legislative Oversight Subcommittee that no one by the name of or using the name of Jack Barry had ever been employed at that station. Harry Finfer, Universal Radio Distributing Co., a record distribution firm, had testified the week before that his company had made a payment of $50 to a Jack Barry, whom he identified as being employed at the station (BROADCASTING, May 2).


Attention advertisers! Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.
Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.
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the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

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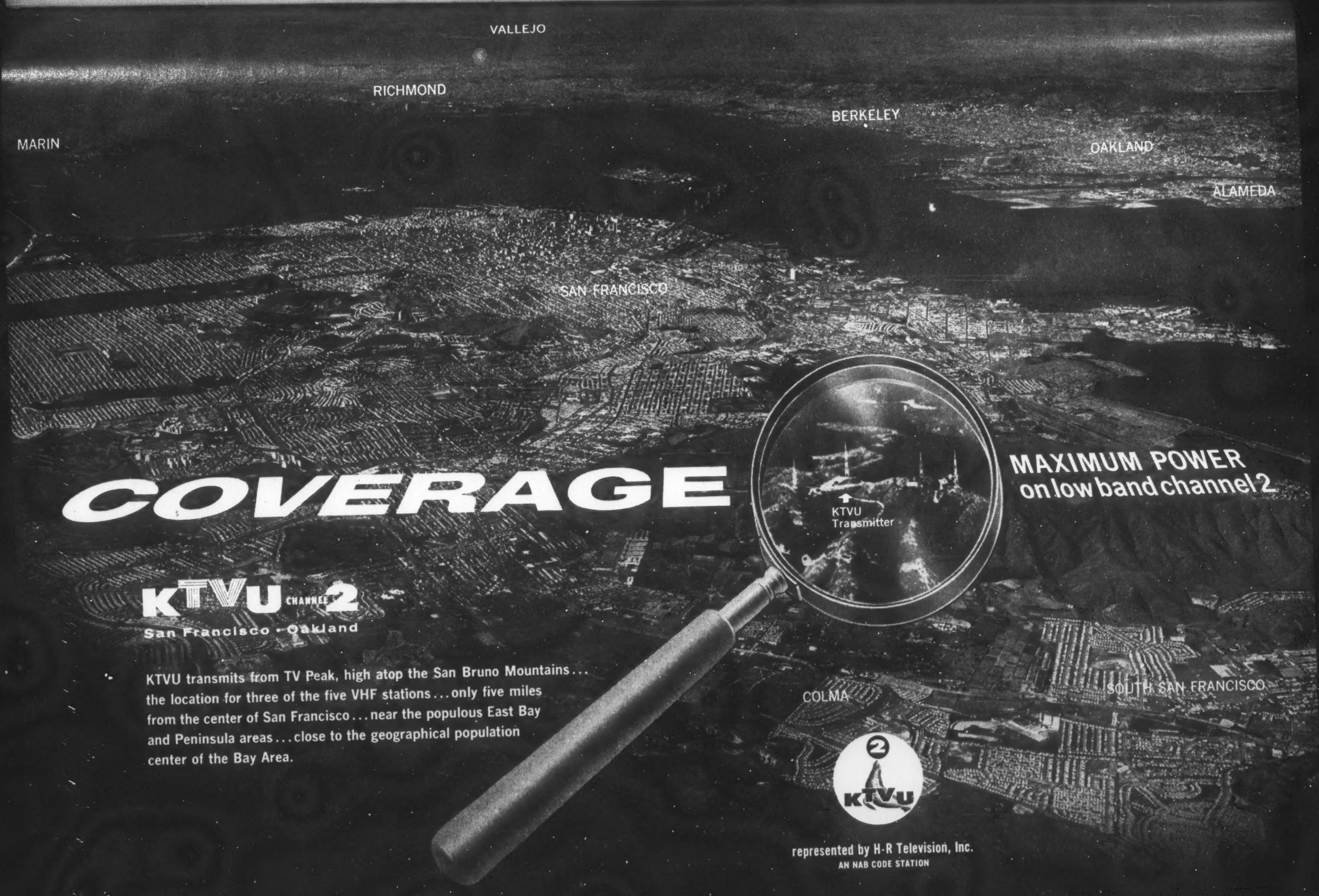
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KTVU transmits from TV Peak, high atop the San Bruno Mountains... the location for three of the five VHF stations... only five miles from the center of San Francisco... near the populous East Bay and Peninsula areas... close to the geographical population center of the Bay Area.

2 KTVU

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AN NAB CODE STATION

FTC LEAPS INTO THE RATING FRAY

Discloses Harris isn't only one investigating research systems

Broadcasting's program rating services are being scrutinized by the sharp eyes of Federal Trade Commission.

Bedeviled by both houses of Congress in the last few years, the latest investigation was made public last week by FTC Chairman Earl W. Kintner. Mr. Kintner disclosed his agency's interest in rating services during his testimony before the Senate Commerce Committee on his nomination for reappointment to the FTC for a full seven years.

The disclosure that the FTC was looking into ratings came when Sen. Warren G. Magnuson (D-Wash.), chairman of the committee, asked if the FTC has authority on the rating problem. Mr. Kintner said the FTC was investigating this subject.

Mr. Kintner noted that the Senate Commerce committee had turned over its files to the FTC. This was in reference to the hearing in 1958 before Sen. A. S. Mike Monroney (D-Okla.).

The FTC investigation is being conducted by its Bureau of Investigation and has been underway about 30 days. The FTC's jurisdiction, it was explained at the commission, comes under its powers to oversee trade practices and advertising. The investigation has as its object to determine whether rating services obtain their findings properly. If any hanky-panky is discovered, it was stated, the FTC would then consider moving on the offender.

False Advertising ■ Another aspect of the investigation, it was disclosed, is the use made by radio and tv stations and others of the ratings. Exaggerated or misleading interpretations could fall under the onus of false and misleading advertising, it was pointed out.

One of the major objectives of the investigation, it was learned, is to determine the adequacy of rating services. This would involve consideration choice of samples, number of samples, projections, and allowances for error.

This was the subject of some discussion at the Senate hearing last week. Sen. Monroney asked if rating services should not be required to disclose the size of samples taken.

Sen. Monroney's interest in program ratings goes back several years. The Oklahoman has several times raised the question of whether broadcasters do not lend too much weight to ratings. He intimated that this may be one reason why there were so many programs alike on the air.

Early last month, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, announced that his committee would look into the rating picture. He disclosed that the committee had asked a committee of the American Statistical Assn. to do a study of broadcast ratings. This committee is under the leadership of Dr. William G. Madow (BROADCASTING, April 4).

A harmonious hearing on Kintner's confirmation

Federal Trade Commission Chairman Earl W. Kintner encountered practically no friction last week during testimony before the Senate Commerce Committee on his nomination to a seven-year term on the FTC beginning next Sept. 26. Mr. Kintner's testimony appeared so agreeable and so replete with FTC progress since he was appointed chairman last year that senatorial dander was notable for its absence.

Mr. Kintner made these points in testimony Wednesday:

■ The agency is "well underway" in an investigation of tv and radio ratings, with the blessing and assistance of the Senate Commerce Committee (story above).

■ The FTC is extending its tv-radio monitoring unit's activities to printed media, where advertising volume is greatest, and has begun looking at U.S. newspaper ads on a sampling basis. Right now, the unit is looking at 19,000 radio or tv commercials monthly on 535 stations.

■ The FTC is encouraging state governments to help in fighting deceptive advertising as well as Better Business Bureau chapters and chambers of commerce and Mr. Kintner believes it's paying off with the cooperation of business firms.

■ The agency finds a growing tendency by broadcasters and advertisers to remove commercials from the air once they are challenged by the FTC, though they legally have the right to continue them until a cease and desist order is issued.

■ The FTC has authority to require stations to discontinue carrying deceptive advertising, but he hopes the agency doesn't have to use it, since greater responsibility is on (1) the advertiser and (2) the agency or copywriter.

FTC's KINTNER
All his news was good

■ Lack of vigor by the FTC in the past in combating tv-radio abuses has been due partly to budget limitations, partly to "encrustration and bureaucratism," but "I know where the bodies are buried" (Mr. Kintner has been at the FTC in various capacities since 1948). He later noted, however, that progress had been made at the FTC all along and that other FTC members and the staff are "dedicated."

■ The FTC or any other government agency gets better cooperation from those it regulates if it carries a "big stick."

■ The agency has taken more action in the antideceptive and antimonopoly fields in this fiscal year than at any time in its history. Its program is "going in all directions."

Mr. Kintner handed almost complete credit to committee Chairman Warren G. Magnuson (D-Wash.) for the FTC's stepped-up campaign against deceptive advertising and the origination of its tv-radio monitoring unit in 1956. He thought he and Sen. Magnuson must have been "on the same wavelength" in their attitudes toward deceptive ads, he said at one point.

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HOW TO PLAY

'Take TAE and See'

It's simple. It's fun. Ask your Katz man for your free "Blindfold Kit," complete with blindfold, pen, comparative "homes reached" and rates of the three Pittsburgh TV stations. Then follow simple instructions and let your secretary prove to you—blindfolded—that in Pittsburgh, you'll reach more homes per dollar during peak viewing hours when you take TAE.

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

ABC TELEVISION
REPRESENTED BY
THE KATZ AGENCY

KINTNER SECONDS CLIPP PLAN

Likes commercial preview office proposal

Somebody up there likes Roger Clipp. Or at least Mr. Clipp's campaign to establish a preview office for tv commercials.

The somebody is Earl W. Kintner, chairman of the Federal Trade Commission. Mr. Kintner seconded Mr. Clipp's views in a speech May 4 to the Station Representatives Assn. awards luncheon in New York.

Mr. Clipp, executive vice president of Triangle stations, has urged the formation of a previewing service, especially for personal products, as part of the activities of the Tv Code Board office.

". . . a voluntary industry system in which expert personnel would be available to those of you in the advertising agency fields to consult with you and examine your proposed commercials while they are in the 'storyboard stage' represents a fine step forward," Mr. Kintner said.

"Such a plan as this, voluntarily undertaken by the broadcasters and the advertisers and their agencies, is in the best tradition of industry action and, to my mind, demonstrates a healthy awareness of responsibility. If the subject of advertising material is particularly sensitive and requires unusual care in preparation, it seems to me that such a system of previewing as Mr. Clipp has indicated would be productive and economical."

Mr. Kinter also referred to "significant" improvements in the "tone" of advertising.

In two speeches last week—the first May 2 before the Assn. of Industrial Advertisers also in New York—Mr. Kintner made these quite similar comments:

- Assistance to agencies in commercials that would "perform the essential advertising function for which they are intended" while satisfying public interest requirements and dictates of good taste and judgment is commendable. He noted, for example, NAB's planned opening of a Tv Code office in New York for that purpose.
- Deceptive practices don't always imply "deliberate misrepresentation or a contrived intent to fool the public." They are of two kinds: one precipitated by "excessive zeal" and the other "deliberately premeditated." But irrespective of motivation the effect upon the public is the same and thus of interest to the FTC.

While Mr. Kintner endorsed voluntary action by industry he warned that self-regulation would not replace government regulation necessary for the few with "unmitigated larceny in their hearts."

Lip Service Hit ▪ He stressed the need for "more than lip-service" to self-promulgated standards and warned that to adopt standards but then forget them would be deceitful and would encourage "more law and more regulation."

In both talks he emphasized the danger in condemning all advertising because of the indiscretions of a few in the business.

The improved tone of advertising, Mr. Kintner observed, has come about from a combined "intelligent self-interest and basic desire for self-respect among those at all levels of managerial responsibility."

Oral arguments set in Miami ch. 10 case

The now famous Miami ch. 10 tv case, with its *ex parte* ramifications, has been scheduled for oral argument before the FCC *en banc* on June 2. This was the first of several cases returned to the commission following 1958 disclosures by the House Legislative Oversight Subcommittee.

Special Hearing Examiner Horace Stern, in a December 1958 initial decision, recommended that the February 1957 grant of ch. 10 to National Airlines be revoked because of presentations made to then Commissioner Richard A. Mack (BROADCASTING, Dec. 8, 1958). Mr. Stern, however, said that National nor none of the other three applicants for ch. 10 should be disqualified in further considerations.

Further proceedings at the commission have been delayed because of the trial of Mr. Mack and Miami attorney Thurman A. Whiteside, accused of conspiring to award the channel to National. One trial has ended in a hung jury and the retrial has been postponed until Oct. 4 (BROADCASTING, May 2).

Schick replies to FTC

Eversharp Inc., maker of Schick safety razors and blades, and its agency, Compton Advertising Inc. last week denied Federal Trade Commission charges of using deceptive tv demonstrations during their tv commercials.

The commission had charged that the Schick commercial unduly frightens prospective purchasers of competitive razors (BROADCASTING, March 28).

The companies declared in separate answers that the demonstration in question which showed Ingemar Johansson slashing a boxing glove with "an old style round head razor," validly illustrated that "in shaving, the unshielded blade corners . . . can cause nicks and cuts." They maintain that the shielded corners of the Schick razor cannot cause these cuts.

Both concerns requested that the FTC dismiss the complaint.

Early warning

Following a meeting on Monday, Aug. 1, the FCC will close up shop as far as acting on major business is concerned for the remainder of the month. This follows a long-standing custom of several years of scheduling no meetings, oral arguments or hearings during the last full summer month.

The commission said the hiatus is "a convenience to vacationing and other planning by those who do business with the commission." At least one FCC member will be present during the month to act on routine business and handle emergency matters.

Kefauver bill would o.k. sports blackouts

Tv blackouts of 75 miles for professional basketball, hockey and football—plus collegiate football—would be authorized in a bill introduced last week by Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust & Monopoly Subcommittee.

The bill would place baseball under the antitrust laws and the Federal Trade Commission Act and grant it certain exemptions. Specific exemptions would be granted to professional basketball, football and hockey—already under antitrust laws.

Professional baseball, basketball, football or hockey clubs in the same league could black out telecasts of their games by tv stations up to 75 miles away if another game were being played in the same league in the station's area. Blackouts would be mandatory where games in other leagues were scheduled in the 75-mile-radus area unless permission were granted in writing from the team in the other league. Teams in the same or different leagues, as an alternative to tv blackouts, could agree to mutual distribution of tv proceeds. Professional football clubs playing within a 75-mile radius of where a college football game is being played would have to get permission from the college for telecasts, except on Sundays.

Meanwhile, Chairman Emanuel Cel-

Thank you

. . . for your enthusiastic endorsement of

MACKENZIE *INSTANT AUDIO*

at the NAB Convention

If you didn't experience a demonstration . . . or receive your copy of the MACKENZIE profit-making story . . . mail the coupon today! ■ For the brightest, tightest, fastest, most economical programming Radio and Television stations from coast to coast are installing MacKenzie 5CPB Five-Channel Selective Program Repeaters . . . standard of the industry . . . more than 1000 in operation . . . proven reliable by over 5,000,000 hours of continuous trouble-free service. ■ The 5CPB is a complete special effects programming unit designed for playing pre-recorded spots, announcements, commercials, station breaks, jingles, music bridges, sound effects, and any program material requiring precision cueing with instantaneous stop-start operation. ■ Its flexibility increases efficiency. ■ No more missed cues . . . program failures . . . missed announcements or fluffs. ■ Fast, easy magazine changes provide hundreds of taped recordings at your finger tips.

Truly . . . *INSTANT AUDIO*

MACKENZIE ELECTRONICS

Model 5CPB Five-Channel Selective Program Repeater. Delivered as illustrated, mounted on a standard relay panel (8¾" high), complete with self contained power supply. Included with each machine are five magazines and accessories. Price $1,250 F.O.B. Los Angeles. Leasing available.

------- REMEMBER TO SEND THE COUPON! -------

Gentlemen,

☐ Please demonstrate at my station how the 5CPB can improve my operation . . . no obligation, of course.

☐ Please send me a copy of the MacKenzie profit-making story.

Name ....

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Company ....

Address ....

City .... State ....

AUTOMATED AUDIO

MACKENZIE ELECTRONICS, INC.

145 WEST HAZEL ST. / INGLEWOOD 3, CALIF. / OREGON 8-9335

Norman J. Ostby, General Manager

ler (D-N.Y.) of the House Antitrust Subcommittee asked the Justice Dept. to report on possible antitrust action against the National Football League, which he said is allegedly trying to block formation of the new American Football League by, among other things, interfering with the latter's arrangements with ABC and NBC for tv broadcasting rights.

Uhf television has friends in Fresno

The FCC should make Fresno, Calif., a stronghold of uhf operations and make available the best possible uhf channels for broadcasting there. The commission should immediately take steps to make Bakersfield an all uhf market, too.

These were the dominant chords struck in comments received on the commission's proposed rulemaking that would shift Fresno to an all-uhf market.

ABC warned the FCC that although there is only one Bakersfield vhf station whose signal is invading the Fresno area at present, a decision to deintermix Bakersfield to all vhf would produce at least two other invading v signals in the Fresno area. "This would have a depressing effect upon uhf in the Fresno area and would tend to frustrate the FCC's plan," ABC stated.

Santa Barbara Tv Assn., a group comprised of businessmen and civic leaders, said their community needs an additional vhf channel. The commission has proposed that ch. 12 Fresno (presently assigned to KFRE-TV) be reallocated to either Santa Barbara or as an educational non-commercial facility in Fresno (BROADCASTING, March 28).

KFRE-TV meanwhile said that it "is willing to cooperate in achieving prompt and speedy effectuation of the commission's proposal." The station said that it is willing to accept authorization on ch. 30 and asked that it be allowed to operate on ch. 12 until its uhf construction is completed. It also requested that ch. 12 be deleted upon cessation and that no other v's be assigned to the area.

The FCC made clear at the time of the proposed rulemaking, that the adoption of any proposal to make other use of ch. 12 will be subject to decisions reached in separate proceedings involving KFRE-TV's rights as a present occupant of the channel.

Two other positions on the fate of ch. 12 were presented. KEYT(TV) Santa Barbara asked that ch. 12 be retained in Fresno for educational purposes or allocated to Bakersfield. The station said that ch. 12 in Santa Barbara would present "interference problems" resulting from the existing ch. 12 in Tijuana, Mex. KSAN-TV San Francisco asked reallocation of ch. 12 to Santa Barbara.

FORD: A CODE ISN'T ENOUGH

FCC head expresses doubts at Ohio meets

A busy chairman of the FCC, Frederick W. Ford, travelled to Ohio last week for two major addresses on self regulation, commission responsibility in programming and excessive tv violence.

He spoke last Thursday (May 5) in Columbus before the Institute for Education by Radio-TV (story, page 76) and the next day moved to Cleveland to appear before the convention of the American Women in Radio & Television (story, page 74).

At Columbus ■ The television industry cannot regulate itself solely by self-imposed codes since "to achieve maximum effectiveness, any code requires a vigorous enforcement program," Chairman Ford told IERT. He said that industry codes "serve a constructive purpose," but that Congress, "in its wisdom" has given the FCC the authority of making a "final determination" that over-all programming is in the public interest.

The chairman took a hands-off position on the suggestion made at the commission's hearing into television practices that the industry should have a czar similar to that employed in the motion picture business. Mr. Ford said that "this is an area which can best be left to the industry to determine."

He stated that the FCC "desires to refrain from any action which could be interpreted as being an attempt on its part to censor or place any type of prior restraint upon the content of radio and television programs." It is for this reason, he declared, that the commission does not formally approve the NAB Tv Code.

FCC's FORD

He has doubts

The commission is the instrument used by Congress "to determine the responsibility of an applicant to operate a broadcast facility, but at the same time has granted to that licensee certain freedom to program his station," Mr. Ford said.

Commissioner Ford alluded to the method used by the FCC to determine whether or not programming is in the public interest. He indicated that the FCC when reviewing over-all program activities looks for "well-rounded and diversified programming." He also mentioned "program balance; attentiveness to needs and interests of the public; local live programming; the tastes, needs and desires of all substantial groups among the public; local live programming; fair and impartial treatment of controversial issues; and the need to serve the public, rather than the licensee's private interest. From this, I believe it is clear that the positive elements of programming in the public interest have been well charted."

The public interest is implemented, Chairman Ford asserted, by "regulation in the decisional process . . ." While admitting that codes "are helpful" in "making judgments with respect to proper programming," he suggested that they "are insufficient to perform the entire function of regulating . . . programming."

The Next Day ■ Ford addressed the AWRT convention Friday morning and criticized television for the "excessive violence" in its programs. "I receive a substantial volume of mail complaining about excessive violence on television," the chairman said, and "it is hard to believe in the terrific power of this medium to sell merchandise and not believe that it can also sell violence."

The commissioner took a slap at ratings, upon which the defense of violence is based, he said. "It is said that these ratings indicate that the public is getting what it wants. The principal purpose of the huge expenditure by advertisers on programs is to draw a crowd to hear his sales message. But the question raised in my mind—are broadcasters and television writers using violence excessively to draw a crowd without giving thought to the effect that violence may have on immature minds? Are there not other ways to draw a crowd? Can this industry afford to take a chance on excessive violence?"

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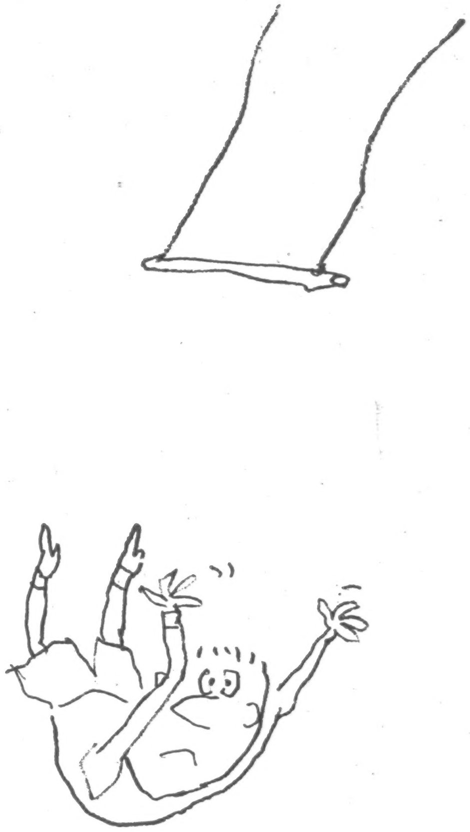

Never promise more than you can perform

—PUBLILIUS SYRUS

YOUNG & RUBICAM, Advertising

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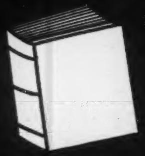

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Ted Bergmann, President
Parkson Agency
New York, N. Y.

I always look forward to the BROADCASTING YEARBOOK. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director
Foote, Cone & Belding
New York

. . . on my recent lengthy Station trip, the BROADCASTING YEARBOOK was a tremendous help. Its vast collection of very useful data, not to mention names, addresses and phone numbers, etc., was my constant companion. . . .

Raymond E. Jones
Young & Rubicam
New York

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Tom DeHuff
TV Account Executive
Cunningham & Walsh, Inc.
New York 16, N. Y.

. . . I will put it to good use throughout the forthcoming year.

T. J. McDermott, V.P.
N. W. Ayer & Son
New York

. . . You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumpian, Vice President-Media
Henri, Hurst & McDonald
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Frank Moriarity
Senior Buyer
Dancer-Fitzgerald-Sample
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J. Walter Thompson
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Nicholas E. Keesely, Senior V.P., Radio-Tv
Lennen & Newell
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I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V.P. & Director, Broadcast Dept.
Ogilvy, Benson & Mather
New York

. . . It's supposed to be easy to criticize anything, but frankly I find it difficult in this case (YEARBOOK). You have done a monumental job and I certainly congratulate you and your associates. . .

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SEC. 317 FLOOD

FCC inundated as 500 stations comment

With the sheer weight of numbers and repetitive argument, some 500 broadcasters attempted to overwhelm the FCC in responding to its controversial Sec. 317 public notice of March 16.

It was one of the largest responses to an FCC notice ever received, and probably the most consistent in theme. The deadline for filing comment was May 2.

The highly critical, unswerving response to the commission's notice of inquiry on its interpretation of the requirements of Sec. 317 dealing with plugola and "freebies" which was issued as a public notice, fell into five categories:

(1) The public notice constitutes an erroneous interpretation of Sec. 317, exceeding its original congressional intention; (2) it creates unreasonable requirements which will result in economic hardship to stations and degraded program service to the public; (3) it cannot be supported by public interest considerations; (4) it will decrease valuable broadcast time, thus decreasing public service time, (5) it cannot be reconciled with the procedural requirements of the Communications Act or with prior, existing interpretive rulings.

While the FCC notice encompasses a vast area of broadcast activities, the commentators centralized their attack upon the section dealing with phonograph records. The FCC has maintained that every time a station plays a record that it received free or for a nominal fee, it must announce on the air that the record was furnished and identify the supplier (BROADCASTING, March 21).

Doesn't Agree ▪ CBS summed up the prevailing opinion when it commented: "We do not agree with the commission's conclusion that compliance with Sec. 317 requires that an appropriate announcement accompany the playing of all recordings received free or at a nominal charge. There must be more involved than the mere giving of the records even though accompanied with the hope they will be played. But if records are furnished in exchange for a plug on the air then an announcement should be required."

The Michigan Assn. of Broadcasters was quick to point out that there is nothing "in the legislative history of Sec. 317 which requires the FCC to hold that the mere supplying of records . . . constitutes a 'valuable consideration.' " The Michigan view was held by a majority of responders, many of whom also suggested that the FCC has in the past stressed the importance of complete identification of those furnishing material for controversial issues. This, it was asserted, was the intent of Congress which recommended that the source of such programs be identified when Sec. 317 was drawn up.

NBC insisted that Sec. 317 has no application where the only valuable consideration received by the station is the very matter which it agrees to broadcast. NBC said that unless a valuable consideration is paid or promised to a station in exchange for a contractual obligation to broadcast a particular matter, 317 does not apply.

Triangle Publications Inc., multiple station owners, urged that the FCC disaffirm its interpretation of Sec. 317 and depend upon commercial bribery legislation to control payola and plugola. Triangle suggested that the FCC issue an interpretative manual similar to the one issued on the use of broadcast facilities by candidates for public office. The manual would spell out clearly just what the commission expects of licensees regarding sponsorship announcements.

Economic Squawks ▪ Criticism against what Washington attorney W. Theodore Pierson characterized as the "tortured" application of Sec. 317 in the public notice, was more than equalled by the clamor against the economic hardships incurred because of the public notice.

Daytime Broadcasters Assn. told the FCC that the availability of free recordings to the smaller broadcast facilities, "may mean the difference, in some cases, between profitable and unprofitable operations." The DBA said that broadcasting of "repeated identifying announcements" could mean "not only the pre-emption of time that would have been available for public service messages, but a severe contraction of the now limited daylight time available for commercial sponsorship on daytime stations."

General Electric stated that the FCC "may well be burning down the barn to kill the rats." Under its interpretation, GE said, the broadcaster "would be faced with the unpleasant alternatives of either refusing all material furnished at no cost and attempting to acquire it in some other way, or utilizing his valuable broadcast time for credits which are far more valuable than the thing credited. As Westinghouse Broadcasting Co. put it: "As matters stand, the public notice constitutes the greatest advertising and promotional subsidy that record companies could possibly obtain."

Get lost!

Commenting on the confusion caused among broadcasters by the FCC Sec. 317 public notice, the American Record Manufacturers and Distributors Assn. revealed the drastic measures taken by one unidentified broadcaster.

ARMADA said "one broadcaster went so far as to mail a letter to record manufacturers requesting that they not contact either the licensee or any member of his staff. This letter threatened the immediate dismissal of any member of his staff who held a conversation with any member of the record industry."

The record industry, through the comments filed by its American Record Manufacturers and Distributors Assn., denied the allegation that it was profiting by the public notice. ARMADA maintained that smaller stations, forced to purchase all their records, will, because of limited funds, "buy only name artists and performers." This will seriously hamper the development of new and unknown talents and will do "irreparable damage" to the industry as a whole.

Who's Right? ▪ The association contradicted the charge by smaller stations who filed earlier (BROADCASTING, May 2) that they were being neglected by distributors in favor of larger facilities. ARMADA stated that stations receive record samplings without regard to size of community or "the wattage of a particular station." It said that manufacturers mail records directly to stations "in every part of the country" between 1,500 and 3,000 copies of each release. In addition, each manufacturer supplies each of his 30 or 40 distributors with 100 to 250 "not for sale" records of each release. The distributor then samples stations throughout his territory that "may have been overlooked by the manufacturer, resulting in a total of between 4,500 and 13,000 'not for sale' records made available to broadcast stations."

ARMADA also revealed that record manufacturers release "between 150 and 200 new records each week. Of these releases a maximum of 20% receive air play. Of all these releases only 8% ever appear in the top '50' in sales."

Fisher, Wayland, Duvall & Southmayd, communications attorneys, pointed out that "the public doesn't care where records come from or how much they cost stations. The question is whether or not the records are appealing. If the public likes the records, they will continue to listen to the station; if they do not like the records, they will not listen to the station. But in either

POLIO FIGHTER?

Sure he fights polio! ... even tuberculosis, fire and crime, poverty and delinquency. He helps the handicapped and finds foster parents for homeless children. Who is he? He's a diamond stylus, the business end of a radio station turntable. At KRLA, he works around the clock with much of his time devoted to spot campaigns in the public interest ... up to 150 announcements in an average week. During National Health Week – co-operating with the March of Dimes and the Community Health Association – KRLA used 400 spots to promote the KRLA Polio Clinic. Thousands of people came to the Clinic, in downtown Los Angeles, for polio immunization! This is public *service*. Wherever you find it in depth, like this, you'll find a radio station that is a beneficial, *and effective*, force in its community.

DIAL 1110 | 50,000 WATTS

KRLA

RADIO LOS ANGELES

Newest among the leaders serving America's greatest radio market

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco case, they will not care where the records come from."

On the other restrictive areas inherent in the public notice, i.e., the use of props, record hop promotions, free travel arrangements, etc., there was less unanimity of opinion. For instance, Pierson, Ball & Dowd, a law firm filing in behalf of 24 station clients, agreed that a trade deal involving broadcast of mentions in return for props or other goods does call Sec. 317 into play. The NAB however called for a review of specific usage of props where they are an integral part of program or production (AT DEADLINE, May 2).

Dow, Lohnes and Albertson, Washington law firm, in regarding the overall restrictions made by the public notice said: "The basic philosophy [inherent in the public notice] raises questions with respect to practically every courtesy, accommodation, station promotion, guest appearance and non-broadcast activity or employment by station personnel. . . . In this regard, we strongly believe that had the commission been confronted with a specific case, or cases, involving actual operating facts and situations, it is highly doubtful whether the . . . public notice would have been released . . ."

Initial FCC reaction to the critical inundation, while unofficial, was probably characterized by the remark of one commission staffer: "Looks like we've got a few unhappy people on our hands."

NO APATHY ABOUT SEC. 317

500 'speak up' on controversial order

The critics of broadcasting who have been saying that the many have left the few to act as radio-tv spokesmen when the going got rough, got a surprise last week. For there were 500 respondents to the FCC's controversial interpretation of Sec. 317, proving there are still many engaged in the broadcasting business who want to be heard.

Here is the list of those who spoke up:

ASSOCIATIONS

American Record Manufacturers & Distributors Assn.; Arizona Bcstrs. Assn.; Daytime Bcstrs. Assn.; Idaho Bcstrs. Assn.; Illinois Bcstrs. Assn.; Kansas Assn. of Bcstrs.; Michigan Assn. of Bcstrs.; National Assn. of Educational Bcstrs.; Oklahoma Bcstrs. Assn.; Texas Assn. of Bcstrs.; Tennessee Assn. of Bcstrs.; Vermont Assn. of Bcstrs.

BROADCASTERS

Anderson Bcstg. Corp.; Earle C. Anthony Inc.; Beaumont Bcstg. Corp.; Duchess County Bcstg. Corp.; Hazelton Bcstg. Co.; Jefferson Standard Bcstg. Co.; Kendrick Bcstg. Co.; Lycoming Bcstg. Co.; Maine Bcstg. Co.; Maine Radio-TV Co.; North Carolina Bcstg. Co.; Orange County Bcstg. Corp.; Quality Radio Group Inc.; Radio Muscle Shoals Inc.; RKO General Inc.; Seaway Radio Inc.; Southwest Bcstg. Co.; Stevens-Wismer Bcstg. Inc.; Story County Bcstg. Co.; Thumb Bcstg Co.; Tri-State Bcstg. Co.; Twin State Bcstg. Corp.; Vermont Bcstg. Corp.; Westinghouse Bcstg. Co.; Yuma Bcstg. Co.

NETWORKS

American, Columbia and National Broadcasting Companies.

PUBLISHERS

Enterprise Publishing Co.; Herald Publishing Co.; McClatchy Newspapers; Triangle Publications Inc.; Tribune Co.

STATIONS

CKLW Windsor-Detroit, Mich.; KAGI & KGPO-FM Grants Pass, Ore.; KAGO Klamath Falls, Ore.; KALL Salt Lake City, Utah.; KBCH Oceanlake, Ore.; KBES-TV Medford, Ore.; KBHS Hot Springs, Ark.; KBIQ (FM) Los Angeles, Calif.; KBND Bend, Ore.; KBOL Boulder, Colo.; KBOX Dallas, Tex.; KBRC Mt. Vernon, Wash.; KBUZ-AM-FM Mesa, Ariz.; KBWD Brownwood, Tex.; KCEN-TV Temple, Tex.; KCIL Houma, La.; KCMO-AM-FM-TV Kansas City, Mo.; KCRS Midland, Tex.

KDEN-AM-FM Denver, Colo.; KDKA-AM-FM-TV Pittsburgh, Pa.; KDCK Tyler, Tex.; KDUN-TV Hay Springs, Neb.; KDWB St. Paul, Minn.; KELO-AM-TV Sioux Falls, S.D.; KENI-AM-TV Anchorage, Alaska; KENN Farmington, N.M.; NEWB Oakland, Calif.; KEX-AM-FM Portland, Ore.; KEYC-TV Mankato, Minn.; KFAR-AM-TV Fairbanks, Alaska; KFDA-AM-TV Amarillo, Tex.; KFDM-AM-TV Beaumont, Tex.; KFH-AM-FM Wichita, Kans.; KFJZ-AM-FM-TV Ft. Worth, Tex.; KFRC-AM-FM San Francisco, Calif.; KFRE-AM-TV Fresno, Calif.; KFSD-AM-FM-TV San Diego, Calif.; KFWB Los Angeles, Calif.; KFYO Lubbock, Tex.

KGBX Springfield, Mo.; KGFJ Los Angeles, Calif.; KGLO-AM-FM-TV Mason City, Iowa; KGNC Amarillo, Tex.; KGW-AM-TV Portland, Ore.; KHAS Hastings, Neb.; KHJ-AM-FM-TV Los Angeles, Calif.; KHOG Fayetteville, Ark.; KHOL-TV Kearney, Neb.; KHPL Hayes Center, Neb.; KHQ-AM-TV Spokane, Wash.; KHQA-TV Hannibal, Mo.; KIEM-AM-TV Eureka, Calif.; KIKS Sulphur, La.; KING-AM-FM-TV Seattle, Wash.; KITI Chehalis, Wash.; KITN Olympia, Wash.; KKIS Pittsburg, Calif.; KLBM La Grande, Ore.; KLPM Minot, N.D.; KLZ-AM-TV Denver, Colo.

KMCM McMinnville, Ore.; KMMJ Grand Island, Neb.; KMPC Los Angeles, Calif.; KMSO-TV Missoula, Mont.; KMTV (TV) Omaha, Neb.; KMVI-AM-TV Wailuku, Maiu, Hawaii; KNDE-AM-FM Aztec, N.M.; KNOW Austin, Tex.; KNOX-AM-TV Grand Forks, N.D.; KNPT Newport, Ore.; KOA Denver, Colo.; KOGA Ogallala, Neb.; KOIN-AM-FM-TV Portland, Ore.; KOMO-AM-TV Seattle, Wash.; KOMU-TV Columbia, Mo.; KORE Eugene, Ore.; KORN-TV Mitchell, S.D.; KOTA-AM-TV Rapid City, S.D.; KOTI-TV Klamath Falls, Ore.; KPAC Port Arthur, Tex.; KPBM Carlsbad, N.M.; KPHO-AM-FM-TV Phoenix, Ariz.; KPIX (TV) San Francisco, Calif.; KPLT Paris, Tex.; KPOJ-AM-TV Portland, Ore.; KPRC-AM-TV Houston, Tex.

KRBC-AM-TV Abilene, Tex.; KRCG-TV Jefferson City, Mo.; KRED (FM) Eureka, Calif.; KREM-AM-FM-TV Spokane, Wash.; KREW Sunnyside, Wash.; KRFM (FM) Fresno, Calif.; KRIO McAllen, Tex.; KRMG Tulsa, Okla.; KSBW-AM-TV Salinas, Calif.; KSBY San Luis Obispo, Calif.; KSDO San Diego, Calif.; KSFO San Francisco,-Oakland, Calif.; KSLM Salem, Ore.; KSNY Snyder, Tex.; KSRV Ontario, Ore.; KTAR Phoenix, Ariz.; KTEM Temple, Tex.; KTHE Thermopolis, Wyo.; KTHS Little Rock, Ark.; KTKN Ketchikan, Alaska; KTOK Oklahoma City, Okla.; KTTS-AM-FM-TV Springfield, Mo.; KTVB Boise, Idaho; KTVO (TV) Ottumwa, Iowa.

KUEN Wenatchee, Wash.; KVFC Cortez, Colo.; KVFD Fort Dodge, Iowa; KVI Seattle-Tacoma, Wash.; KVLC Little Rock, Ark.; KVOO Tulsa, Okla.; KWAK Stuttgart, Ark.; KWFT Wichita Falls, Tex.; KWKH-AM-TV Shreveport, La.; KWME Walnut Creek, Calif.; KWOS Jefferson City, Mo.; KWTV (TV) Oklahoma City, Okla.; KXO El Centro, Calif.; KXOA Sacramento, Calif.; KXOL Ft. Worth, Tex.; KYCA Prescott, Ariz.; KYTE Pocatello, Idaho; KYTV (TV) Springfield, Mo.; KYUM Yuma, Ariz.; KYVA Gallup, N.M.; KYW-AM-FM-TV Cleveland, Ohio.

WAAF Chicago, Ill.; WACO Waco, Tex.; WAFB-TV Baton Rouge, La.; WAGE Leesburg, Va.; WAJR Morgantown, W. Va.; WALA-AM-TV Mobile, Ala.; WALE Fall River, Mass.; WALK-AM-FM Patchogue, N.Y.; WALM Albion, Mich.; WAME Miami, Fla.; WANN-AM-FM Annapolis, Md.; WAPO Chattanooga, Tenn.; WATC Gaylord, Mich.; WATE-AM-TV Knoxville, Tenn.; WATN Watertown, N.Y.; WATT Cadillac, Mich.; WATZ Alpena, Mich.; WAVE-AM-TV Louisville, Ky.; WAYB Waynesboro, Va.; WAZA Bainbridge, Ga.; WAZE Clearwater, Fla.; WAZL-AM-FM Hazelton, Pa.

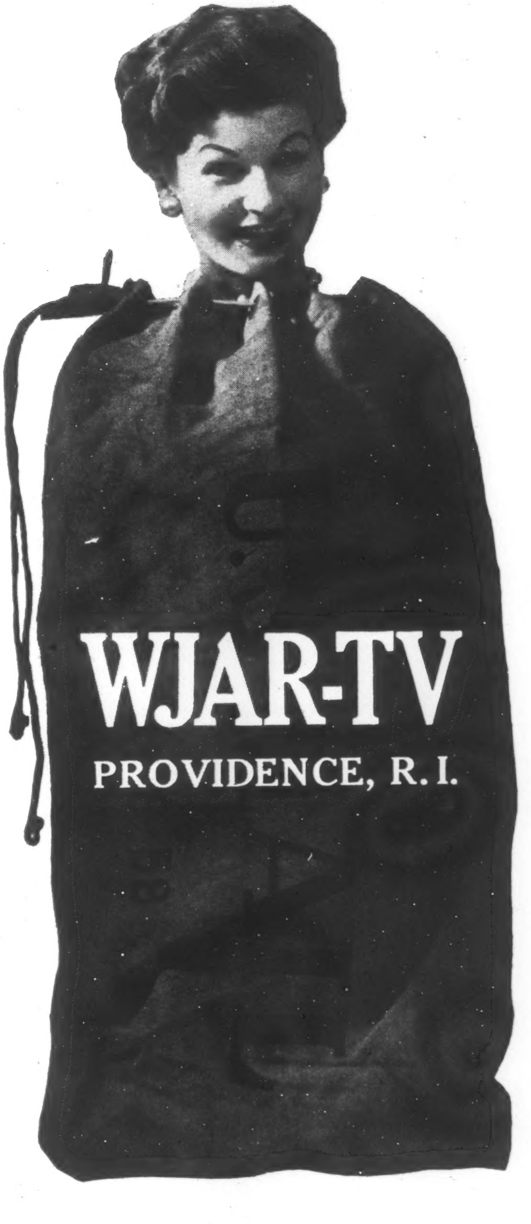
WBBT Lyons, Ga.; WBEJ Elizabethton, Tenn.; WBEN-AM-FM-TV Buffalo, N.Y.; WBEV Beaver Dam, Wis.; WBIG Greensboro, N.C.; WBHP Huntsville, Ala.; WBAL-AM-FM-TV Baltimore, Md.; WBLJ Dalton, Ga.; WBML, Macon, Ga.; WBNS-AM-FM-TV Columbus, Ohio; WBOB Galax, Va.; WBOC-AM-TV Salisbury, Md.; WBRK Pittsfield, Mass.; WBT-WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C.; WBUZ Lexington, N.C.; WBVL Barbourville, Ky.; WBVP Beaver Falls, Pa.; WBZ-AM-FM-TV Boston, Mass.; WBZA-AM-FM Springfield, Mass.; WCAE-AM-FM Pittsburgh, Pa.; WCAO-AM-FM Baltimore, Md.; WCCC-AM-FM Hartford, Conn.; WCFL Chicago, Ill.; WCHS-AM-TV Charleston, W. Va.; WCIN-AM-TV Cincinnati, Ohio; WCKY Cincinnati, Ohio.; WCOL-AM-FM Columbus, Ohio; WCOP-AM-FM Boston, Mass.; WCOU-AM-FM Lewiston, Me.; WCOV-AM-TV Montgomery, Ala.; WCOY Columbia, Pa.; WCPO-AM-FM-TV Cincinnati, Ohio; WCRB-AM-FM Boston, Mass.; WCSC-AM-FM-TV Charleston, S.C.; WCSH-AM-TV Portland, Me.; WCUM-AM-FM Cumberland, Md.

WDAF-AM-TV Kansas City, Mo.; WDAE-AM-FM Tampa, Fla.; WDAN-AM-TV Danville, Ill.; WDAU-TV Scranton, Pa.; WDBO-AM-TV Orlando, Fla.; WDEW Westfield, Mass.; WDJR (FM) Oil City, Pa.; WDLP Panama City, Fla.; WDOE Dunkirk, N.Y.; WDRC Hartford, Conn.; WDTI Danville, Va.; WEAS Decatur, Ga.; WEAQ Eau Claire, Wis.; WEJL Scranton, Pa.; WENY Elmira, N.Y.; WESH-TV Daytona Beach, Fla.; WESX Salem, Mass.; WEWS (TV) Cleveland, Ohio; WEZE Boston, Mass.; WEZL Richmond, Va.; WFAS-AM-FM White Plains, N.Y.; WFAU Augusta, Me.; WFBC-AM-FM-TV Greenville, S.C.; WFBG-AM-FM-TV Altoona, Pa.; WFDF Flint, Mich.; WFGM Fitchburg, Mass.; WFIL-AM-FM-TV Philadelphia, Pa.; WFLA Tampa, Fla.; WFMY-TV Greensboro, N.C.; WFMD-AM-FM Frederick, Md.; WFOM Marietta, Ga.; WFRL (TV) Freeport, Ill.

WGAN-AM-TV Portland, Me.; WGAW Gardner, Mass.; WGBI-AM-FM Scranton, Pa.; WGEM Quincy, Ill.; WGGO Salamanca, N.Y.; WGLI Babylon, N.Y.; WGMS-AM-FM Washington, D.C.; WGN-AM-TV Chicago, Ill.; WGPC Albany, Ga.; WGY Schenectady, N.Y.; WHAL Shelbyville, Tenn.; WHAT-AM-FM Philadelphia, Pa.; WHBF-AM-FM-TV Rock Island, Ill.; WHBQ-AM-TV Memphis, Tenn.; WHBU Anderson, Ind.; WHCT Hartford, Conn.; WHDL Olean, N.Y.; WHDM-AM-FM-TV McKenzie, Tenn.; WHEC-AM-TV Rochester, N.Y.; WHEE Martinsville, Va.; WHEN-AM-FM-TV Syracuse, N.Y.; WHEO Stuart, Va.; WHGB Harrisburg, Pa.; WHIO-AM-FM-TV Dayton, Ohio; WHIS-AM-TV Bluefield, Va.; WHLD Niagara Falls, N.Y.; WHLS-AM-TV Port Huron, Mich.; WHO-AM-FM-TV Des Moines, Iowa; WHP-AM-FM-TV Harrisburg, Pa.; WHUB Cookeville, Tenn.; WHYN-AM-FM-TV Springfield, Mass.

WIAL Eau Claire, Wis.; WIBA-AM-FM Madison, Wis.; WIBB Macon, Ga.; WIBC Indianapolis, Ind.; WIBR Baton Rouge, La.; WIBW-AM-TV Topeka, Kans.; WICE Providence, R.I.; WIEL Elizabethtown, Ky.; WILK Wilkes-Barre, Pa.; WIL St. Louis, Mo.; WILE Cambridge, Ohio.; WILM Wilmington, Del.; WIMA-AM-TV Lima, Ohio; WIND-AM-TV Chicago, Ill.; WING Dayton, Ohio; WINK-AM-TV Ft. Myers, Fla.; WINR-AM-TV Binghamton, N.Y.; WIOS Tawas City, Mich.; WIRL Peoria, Ill.; WIS-AM-TV Columbia, S.C.; WISM Madison, Wis.; WISN-AM-FM-TV Milwaukee, Wis.; WIST Charlotte, N.C.; WTNS Coshocton, Ohio; WIVK Knoxville, Tenn.; WIVY Jacksonville, Fla.; WIZE Springfield, Ohio; WJAC-AM-FM-TV Johnstown, Pa.; WJAR-TV Providence, R.I.; WJAX Jacksonville, Fla.; WJBC Bloomington, Ill.; WJDA Quincy, Mass.; WJEJ Hagerstown, Md.; WJJD Chicago, Ill.; WJR-AM-FM Detroit, Mich.; WJTN-AM-FM Jamestown, N.Y.; WJWS South Hill, Va.; WJZ-TV Baltimore, Md.

WKAB Mobile, Ala.; WKAN Kankakee, Ill.; WKAQ-AM-FM-TV San Juan, P.R.; WKAR-AM-FM East Lansing, Mich.; WKJB Mayaguey, P.R.; WKMI Kalamazoo, Mich.; WKNE Keene, N.H.; WKNY Kingston, N.Y.; WKRG-TV Mobile, Ala.; WKRK Murphy, N.C.; WKRZ Oil City, Pa.; WKSK



Compliments by the sackful!

Across our desk come letters of honest and sincere praise like the letter from the Navy wife who wrote: "Your station has always afforded the finest entertainment . . . we have lived in many parts of the country and never before have I enjoyed watching television as much." The satisfaction of our viewers, as expressed by the volume and content of our mail, is more impressive, we think, than any rating picture could be.

NBC abc

Represented by

Edward Petry & Co., Inc.

CHANNEL 10 • COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

West Jefferson, N.C.; WKTL Sheboygan, Wis.; KWVT Brattleboro, Vt.; WKY-AM-TV Oklahoma City; WKZO-AM-TV Kalamazoo, Mich.; WLAC-TV Nashville, Tenn.; WLAM Lewiston, Me.; WLAU Laurel, Miss.; WLAV-AM-FM Grand Rapids, Mich.; WLBC-AM-TV Muncie, Ind.; WLBR-AM-FM Lebanon, Pa.; WLBZ Bangor, Me.; WLEC Sandusky, Ohio; WLEW Bad Axe, Mich.; WLOL Minneapolis, Minn.; WLMJ Jackson, Ohio; WLOS Asheville, N.C.; WLSH Lansford, Pa.; WLSI Pikeville, Ky.; WLTC Gastonia, N.C.; WLYC-AM-FM Williamsport, Pa.; WLYH-TV Lebanon, Pa.; WLYN Lynn, Mass.

WMAN Mansfield, Ohio; WMBM Miami, Fla.; WMBN Petoskey, Mich.; WMBR-AM-FM Jacksonville, Fla.; WMC-WMCF (FM)-WMCT (TV) Memphis, Tenn.; WMFB-AM-FM Benton Harbor, Mich.; WMFQ Wilmington, N.C.; WMGM New York, N.Y.; WMBS Uniontown, Pa.; WMPA Aberdeen, Miss.; WMPS-AM-FM Memphis, Tenn.; WMSA-AM-FM Massena, N.Y.; WMT Cedar Rapids, Iowa; WMTV (TV) Madison, Wis.; WMUN-FM Muncie, Ind.; WNAC-AM-TV Boston, Mass.; WNBC New Britain, Conn.; WNBF-AM-FM-TV Binghamton, N.Y.; WNBP Newburyport, Mass.; WNDU-AM-TV South Bend, Ind.; WNHC-AM-FM-TV New Haven, Conn.; WNLC New London, Conn.; WNOB (FM) Cleveland, Ohio; WNOR Norfolk, Va.; WNOS-AM-FM Highpoint, N.C.; WNOX Knoxville, Tenn.; WNTA-AM-FM-TV New York, N.Y.; WNYC New York, N.Y.

WOBS Jacksonville, Fla.; WOC-AM-FM-TV Davenport, Iowa; WOIA Saline, Mich.; WONW Defiance, Ohio; WOOD-AM-TV Grand Rapids, Mich.; WOR-AM-FM-TV New York, N.Y.; WORA-AM-FM-TV Mayaquez, P.R.; WORD Spartanburg, S.C.; WOSH Oshkosh, Wis.; WOTR Corry, Pa.; WOTW-AM-FM Nashua, N.H.; WOW-AM-FM-TV Omaha, Neb.; WOWL-AM-TV Florence, Ala.; WOWO Fort Wayne, Ind.; WPAT Paterson, N.J.; WPAW Pawtucket, R.I.; WPBN-TV Traverse City, Mich.; WPLO-AM-FM Atlanta, Ga.; WPRP Ponce, P.R.; WPRW Manassas, Va.; WQOK Greenville, S.C.; WQTE Monroe, Mich.; WQXI Atlanta, Ga.; WRBL-AM-FM-TV Columbus, Ga.; WRDO Augusta, Me.; WREN Topeka, Kans.; WRGB (TV) Schenectady, N.Y.; WRIT Milwaukee, Wis.; WRKO (FM) Boston, Mass.; WRKT Cocoa Beach, Fla.; WROK-AM-FM Rockford, Ill.; WRR Dallas, Tex.; WRRR Rockford, Ill.; WRTA Altoona, Pa.; WRVA-AM-FM-TV Richmond, Va.; WRVM Rochester, N.Y.

WSAR Fall River, Mass.; WSB-AM-FM-TV Atlanta, Ga.; WSFA-TV Montgomery, Ala.; WSGN Birmingham, Ala.; WSJM St. Joseph, Mich.; WSJV-TV Elkhart-South Bend, Ind.; WSM-AM-TV Nashville, Tenn.; WSNJ-AM-FM Bridgeton, N.J.; WSOC-AM-FM-TV Charlotte, N.C.; WSOK Savannah, Ga.; WSPA-AM-FM-TV Spartanburg, S.C.; WSPR Springfield, Mass.; WSRO Marlborough, Mass.; WSSV Petersburg, Va.; WSTN St. Augustine, Fla.; WSYE-TV Elmira, N.Y.; WSYR-AM-FM-TV Syracuse, N.Y.; WTAD-AM-FM Quincy, Ill.; WTAE (TV) Pittsburgh, Pa.; WTCM Traverse City, Mich.; WTJS-AM-FM Jackson, Tenn.; WTMP Tampa, Fla.; WTOB Winston-Salem, N.C.; WTOM-TV Cheboygan, Mich.; WTPA (TV) Harrisburg, Pa.; WTRC Elkhart, Ind.; WTRF-TV Wheeling, W. Va.; WTSA Brattleboro, Vt.; WTTH Port Huron, Mich.; WTTN Dover, N.H.; WTVT (TV) Tampa, Fla.; WTVY Dothan, Ala.

WVCG-AM-FM Coral Gables, Fla.; WVNJ Newark, N.J.; WVOL Nashville, Tenn.; WWCA Gary, Ind.; WWCO Waterbury, Conn.; WWDC-AM-FM Washington, D.C.; WWDL-AM-FM Buffalo, N.Y.; WWJ-AM-FM-TV Detroit, Mich.; WWNC Asheville, N.C.; WWNY-AM-FM Watertown, N.Y.; WWOL-AM-FM Buffalo, N.Y.; WWPA Williamsport, Pa.; WWRI West Warwick, R.I.; WWRL-WRFM (FM) Long Island, N.Y.; WXGI Richmond, Va.; WYLD New Orleans, La.; WYSO Yellow Springs, Ohio; WZIP Cincinnati.

OTHERS

Dempsey and Koplovitz, attorneys; Dow, Lohnes and Albertson, attorneys; General Electric Co.; Federal Communications Bar Assn.; Purdue University.

Film trial ends

The blockbooking trial against six distributors of feature films to television ended last Tuesday (May 3) in U.S. District Court in New York. Judge Archie S. Dawson directed attorneys for the government and the defense to file briefs by Aug. 10. He indicated that a decision would not be forthcoming for some time as the issues in the case are "complex." The trial began on March 7 (BROADCASTING, March 14).

NEW FCC CURVES

They replace outdated propagation measures

Revised propagation curves to be used in commenting on its vhf "interim policy" rulemaking, were announced by the FCC last week. The new curves replace those found to have been outdated by the Assn. of Federal Communications Consulting Engineers (BROADCASTING, April 4).

Having been extensively reviewed by the Radio Propagation Advisory Committee, composed of industry and government engineers, the new curves were empirically derived from measurements made upon a large number of stations in a variety of locations. The FCC reported it plans to use "standard field strength charts for estimating the statistical service range of tv stations and the statistical probability of interference between tv stations."

RPAC reported that reanalyzed data and measurements were separated into three groups: low vhf (54-88 mc), fm band (88-108 mc), and high vhf (174-216 mc). The analysis indicated that the actual height gain factor decreases with increasing frequency. The trend, RPAC reported, appears to be more consistent with recent observations "that height gain is less in rough terrain than in smooth terrain . . . when the data which provided the basis for the commission's present rules are replotted using the revised height gain factors there is no appreciable difference between the low vhf and high vhf service fields," RPAC said. Therefore, it concluded, separate curves for low vhf and high vhf bands are unnecessary.

The proposed rulemaking would add a third vhf channel to selected markets through reduced mileage separations (BROADCASTING, Jan. 11). The commission has granted a request by the Assn. of Maximum Service Telecasters and FCCE and extended the time for filing comments in the proceeding to June 20 with reply comments due July 5.

In comments on the rulemaking filed Friday (May 6), National Telefilm Assoc. stated that it strongly supports the proposed amendment as an effective measure to increase the number of tv station allocations throughout the country and increase competition in tv broadcasting. However NTA, in supporting the purpose of the proposal to permit waivers of the standard minimum co-channel spacing requirements, urged removal of a condition that a short-spaced co-channel assignment would make possible a second or third vhf in an important tv market.

NTA stated that this was a limitation not in keeping with the purpose of the proposal and bars a meritorious application for a waiver of the minimum co-channel station separation in any market which happens to have as many as three stations. The public interest would be benefited, NTA said, whether the new stations are in markets served only by one or two stations or in markets of three or more. NTA is licensee of WNTA-AM-FM-TV New York, and KMSP-TV Minneapolis.

Payola count climbs to 110, FCC reveals

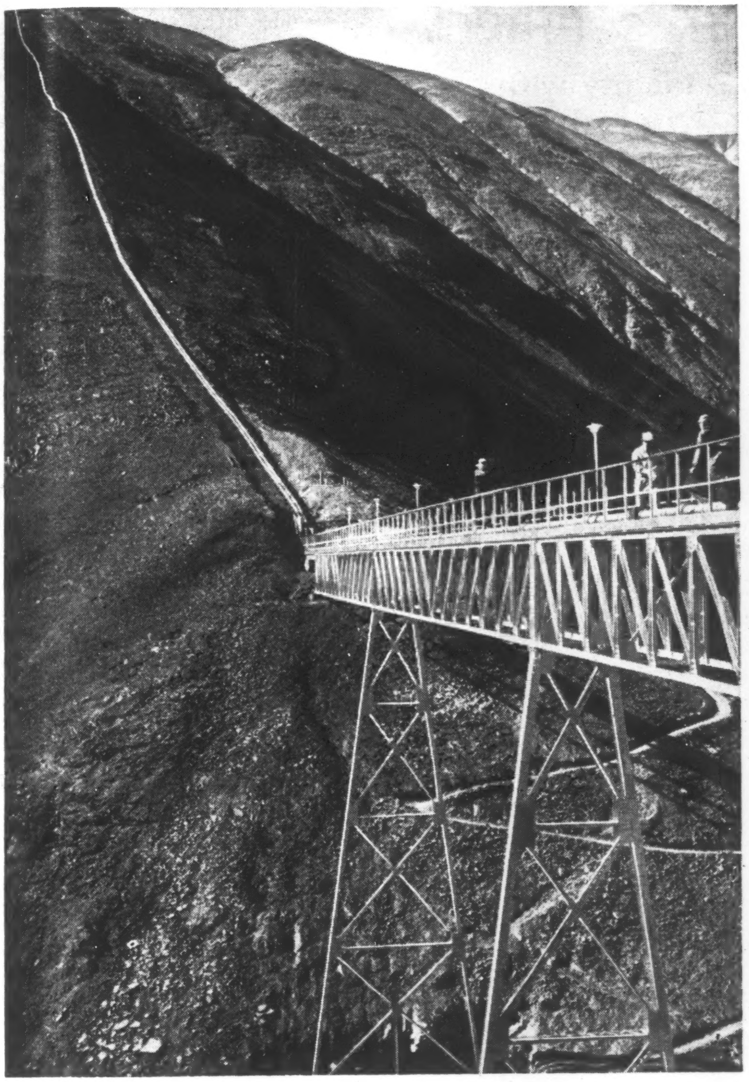
The FCC now has received reports from the Federal Trade Commission of payments to employes of 110 radio and tv stations by record manufacturers and distributors, FCC Chairman Frederick W. Ford has informed Rep. Thomas P. O'Neill Jr. (D-Mass.). Mr. Ford also noted that in the FCC questioning of stations, 69 replied they have been unable to uncover any instances of payola in their operations.

Replying specifically to Rep. O'Neill's letter of March 31 asking whether payola payments and the popularity of rock and roll music are related, Mr. Ford said the FCC has found nothing "to determine with any degree of certainty whether any relationship whatsoever exists" between the two. The FCC's reply was dated April 28 and released last week by Rep. O'Neill.

The previous figure announced by the FTC involving payments from record companies and distributors involved 95 radio and tv stations.

Court upholds FCC

A U.S. circuit court has upheld the right of the FCC to waive Sec. 309(b) letters. These are notices to applicants telling why an application cannot be granted without a hearing and giving the applicant the opportunity to amend the application or furnish the requested information which might obviate the need for a hearing. The three-judge court ruled in favor of the FCC and denied an appeal by Plains Television Corp. (WICS [TV] Springfield and WCHU [TV] Decatur, Ill.). The appeal involved Plain's application for ch. 10 in Terre Haute, Ind., which was returned by the FCC on the ground it was filed after the initial two applicants (WTHI-TV Terre Haute, for renewal, and Livesay Broadcasting Co.—WLBH Mattoon, Ill.) had been designated for comparative hearing.



MORE COPPER

for Industry's Growing Needs

pouring through Anaconda's pipeline down the Chilean Andes

Throughout the world, demand for copper continues to rise. The cause for this increasing demand is not hard to find: The revolution in electronics, technological progress in many industrial fields, a rapidly rising population and steadily improving living standards have been chiefly responsible. The copper industry stands ready to meet this growing demand with an ever-increasing productive capacity, thanks in part to Anaconda's development of important copper deposits in Chile.

Through the unique pipeline system shown above at Anaconda's new El Salvador mine and concentrator, the copper concentrate in slurry form flows down the western slopes of the Chilean Andes for 14 miles to the Company's railroad loading point at Llanta. There it is dewatered before being hauled to the Potrerillos smelter—the end result of three years of research, development, construction, and a 110-million-dollar investment.

Despite all of the copper Anaconda has produced in the past, the Company's ore reserves today are substantially greater than ever before. In the future, Anaconda may be counted on to continue its mineral exploration—to continue developing, in its research laboratories, new applications for copper, brass and bronze—to continue meeting the growing needs of world industry for more and better products in the entire nonferrous metal field.

60182A

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SUBSIDIARIES OF ANACONDA MANUFACTURE: COPPER AND ALUMINUM ELECTRICAL WIRES AND CABLES: ALUMINUM FOIL, SHEET, ROD AND BARS, STRUCTURALS, TUBING AND EXTRUDED SHAPES: COPPER, BRASS AND BRONZE SHEET, PLATE, TUBE, PIPE, ROD, FORGINGS AND EXTRUSIONS: FLEXIBLE METAL HOSE AND TUBING.

PHILCO WANTS CH. 3 PHILLY

Applies to FCC for NBC facility with charge station 'disregards' local needs

The long-standing Philco Corp. battle with RCA-NBC in Philadelphia erupted again last week when Philco applied to the FCC for the ch. 3 allocation now held by the network's WRCV-TV.

Timing of the application came just one week after NBC had filed its own request for renewal of WRCV-TV, whose current license expires Aug. 1. Philco, which protested the 1957 renewal (that case still is pending before the FCC), charged that WRCV-TV has "virtually disregarded" its local responsibilities in order to promote the interests of its network parent.

NBC already is under court order to dispose of WRCV-TV by Dec. 31, 1962, and has contracted to swap the station, with its am affiliate, for RKO General's WNAC-AM-FM-TV Boston. Also involved in the transaction is RKO's purchase of WRC-AM-FM-TV for $11.5 million from the network, which in turn is buying KTVU (TV) San Francisco for $7.5 million (BROADCASTING, March 21).

RCA Equipment ■ Ironically, Philco said that it planned to use RCA equipment for its ch. 3 station, including the present tower and antenna of WRCV-TV. The application said it expected to spend $4.1 million to build; $5 million to operate the first year, and estimated first year revenues of $8 million.

Philco disclosed plans to build new studios but said it would temporarily use present WRCV-TV facilities if a fair price can be reached. Philco built these same studios when it owned ch. 3 WPTZ (TV), from 1941-53. The electronics manufacturer listed total assets of $204,797,000, with 1959 earnings of $7,176,000.

The proposed applicant was highly critical of WRCV-TV's local live programming under NBC ownership, charging that "the opportunities for serving the interests of the local community have been virtually ignored." Philco said it would program 20% live, in contrast to WRCV-TV's 6.56% local live shows, far below what the NBC station had promised, Philco charged.

"We are deeply concerned about the decline in attention to the interests of our community under the present management of ch. 3," Philco President James M. Skinner said. "Philco's application . . . is prompted by a desire to bring to our citizens the best of Philadelphia." Mr. Skinner named David B. Smith, Philco vice president, head of the newly-formed Philco Broadcasting Co. He was active at the policy level of WPTZ under Philco ownership.

NBC Charges Harassment ■ NBC charged that the Philco ch. 3 application "is the latest move in a cynical course of harassment that has nothing to do with broadcasting in Philadelphia. Philco has been conducting a campaign of litigation against RCA . . . and NBC. In our view, today's application is another maneuver Philco is using in that campaign.

"Even taken at face value, Philco's bid for a tv channel is difficult to construe as anything but the act of an opportunistic Johnny-come-lately who wants to reap where others have sown. In 1953, Philco chose to sell its tv station in Philadelphia to take a multimillion profit instead of developing a broadcast service in that community. . . . It may seem tempting and convenient for Philco to return to tv broadcasting on the coattails of those who have pioneered. . . . If a return to tv is actually the company's desire it would be more fitting for Philco to acknowledge rather than impugn the constructive contributions that NBC has made to the Philadelphia community through the operation of WRCV-TV."

The FCC has not formally accepted the Philco application, which is registered only as "tendered" for filing.

The Complicated History ■ Philco began operating experimental W3XE on ch. 3 in Philadelphia in 1932. A regular commercial license was granted in 1941 with the WPTZ call and Philco operated the station until its sale in 1953 to Westinghouse for $8.5 million. Westinghouse, in turn, traded the station to NBC for the network's Cleveland broadcast properties and $3 million in 1955.

It was this transaction which led to the consent decree requiring NBC to dispose of WRCV-AM-TV. The Justice Dept. charged that the network coerced Westinghouse, with the threat of disaffiliation, if Westinghouse did not agree to the trade. In ordering the NBC Philadelphia consent decree, Justice stipulated that any proposed transaction must be submitted to Justice before being filed for FCC approval.

The department can either give silent approval or can go to the courts if it wants to block the RKO-NBC transaction. It has 30 days to take such action after notification by NBC and that grace period ends today (May 9).

Philco protested the FCC's 1957 renewal of WRCV-TV without a hearing, questioning RCA-NBC's qualifications because of alleged antitrust violations. The commission ruled that Philco was not a party of interest and refused to accept the protest but the court ruled otherwise and returned the case to the FCC. An oral argument was held last October (BROADCASTING, Oct. 12, 1959) and the case still is awaiting final FCC action.

FCC rules on time sales to politicans

A station does not have to sell time to any political candidate, the FCC ruled last week in turning down a protest against WKRG-TV Mobile, Ala., by a candidate for the U.S. Senate. In a telegram to John B. Crommelin, the commission said that WKRG-TV does not have to sell him any time as long as it also prohibits his opponent from using the station.

In answering the Crommelin complaint, the commission noted that the station said it "determined not to make time available to any candidates in the U. S. Senate primary because in our judgment the Senate primary election was not of sufficient general interest . . ." The commission also cited Sec. 315 of the Communications Act which specifies that "no obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate. . . ."

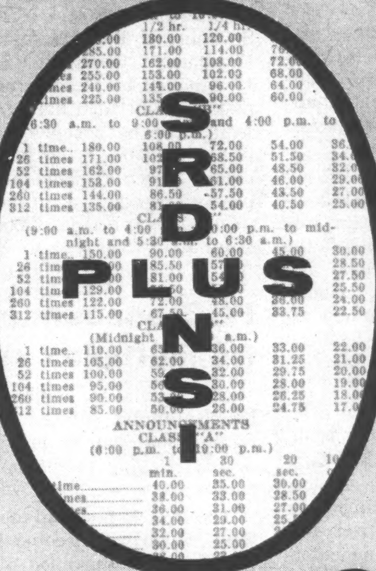
Mr. Crommelin is seeking the seat now held by Sen. John J. Sparkman (D-Ala.), who is a candidate for reelection.

Also last week, the FCC told one Andrew J. Easter of Washington, D. C., that NBC is not obligated to provide him equal time since other candidates for the Democratic nomination for President have appeared on *Meet the Press*. Legislative history of last summer's amendment to Sec. 315 "clearly indicates" that *Meet the Press* is the type of program exempt from equal time demands, the commission said.

NTA's ch. 12 bid hit

The Metropolitan Broadcasting Corp. last week accused National Telefilm Assoc. of filing a "defective and invalid" application for Wilmington, Del., ch. 12. Metropolitan petitioned the FCC to dismiss NTA's application and, at the same time, designate for comparative hearing the four other applications for the Wilmington channel. They include Rollins Broadcasting Inc., Wilmington Television Co., WHYY Inc., and Metropolitan.

In its petition, Metropolitan stated that all four applicants have been issued 309(b) letters and that the last group of replies were filed on or before Feb. 24.


SRDS
PLUS
NSI

		1/2 hr.	1/4 hr.		
	.00	180.00	120.00		
	285.00	171.00	114.00	76	
	270.00	162.00	108.00	72.0	
es	255.00	153.00	102.00	68.00	
mes	240.00	144.00	96.00	64.00	
imes	225.00	135	90.00	60.00	

CLA "
6:30 a.m. to 9:00 and 4:00 p.m. to
6:00 p.m.)

1 time..	180.00	108.00	72.00	54.00	36.
26 times	171.00	102	68.50	51.50	34.
52 times	162.00	97	65.00	48.50	32.0
104 times	153.00	91	61.00	46.00	29.0
260 times	144.00	86.50	57.50	43.50	27.00
312 times	135.00	81	54.00	40.50	25.00

CLA "
(9:00 a.m. to 4:00 0:00 p.m. to mid-
night and 5:30 a.m. to 6:30 a.m.)

1 time..	150.00	90.00	60.00	45.00	30.00
26 tim		85.50	57		28.50
52 tim		81.00	54		27.50
104 tim	129.00				25.50
260 times	122.00	72.00	48.00	36.00	24.00
312 times	115.00	67.50	45.00	33.75	22.50

CLA "
(Midnight a.m.)

1 time..	110.00	65	36.00	33.00	22.00
26 times	105.00	62.00	34.00	31.25	21.00
52 times	100.00	59	32.00	29.75	20.00
104 times	95.00	56	30.00	28.00	19.00
260 times	90.00	53	28.00	26.25	18.0
312 times	85.00	50.00	26.00	24.75	17.0

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:00 p.m.)

	1 min.	30 sec.	20 sec.	10
time	40.00	35.00	30.00	
mes	38.00	33.00	28.50	
es	36.00	31.00	27.00	
	34.00	29.00	25.	
	32.00	27.00		
	30.00	25.00		

IT ALL ADDS UP TO THIS IN CINCINNATI

WCKY IS SOME BUY!

All you have to do is cross Nielsen audience numbers with rate card dollars and you'll come up with the smart money radio buy for Cincinnati—50,000 watt WCKY. Straight rate or package, day or night, programs or announcements, you'll find that WCKY packs a drawer-full of listeners at an efficiency rate that drives cost-per-customer right in the bottom drawer. For Cincinnati or for the Ohio River Tri-State Valley, the numbers tell the story—WCKY is some buy . . . **the** buy. Check it out with Tom Welstead in New York or with AM Radio Sales everywhere else.

WCKY | 50,000W | CINCINNATI

CONVENTION'S UPS AND DOWNS

Elevator to keep Democrats at eye level

So that the tv audience of the Democratic National Convention, as well as the delegates, newsmen and others in the Los Angeles Sports Arena may be able to see and hear the speaker on the podium at all times, an elevator is being installed in the platform which will keep the speaker's head height 11 feet, four inches above the floor, no matter what his actual height.

Mr. Reinsch

This will create a fixed relationship between the speaker and the audience, cameras, microphones and lights, J. Leonard Reinsch, executive director of the convention, said last week.

In addition, a specially constructed camera will be built into the podium, so that when the speaker looks at his manuscript he will be directing his eyes directly into the lens of the camera and also at all who are watching him on their tv screens.

Mr. Reinsch announced these and other innovations in political convention techniques and procedures yesterday (May 8) from convention headquarters offices in the Los Angeles Biltmore. Most of the innovations concern the new rostrum designed by Mr. Reinsch and H. J. Schlafly Jr., vice president of TelePrompter Corp.

The air conditioning unit and the spot-lighting system which eradicates shadows from the faces of the speakers, both first used at the Democratic convention in 1956, will also be installed on the rostrum again this year.

Facing the main entrance of the Sports Arena, the rostrum is on the west side of the building. It is 63 feet long and 20 feet wide, with heights varying from four to 11 feet.

Immediately behind the speakers' podium on a six-by-eight-foot deck will be another 1960 innovation—a central control section. Here, at the push of a button, Mr. Reinsch can get direct connection to the central camera position, the public address system, projectionists, chief electrician, musical conductor, band curtain, organist, maintenance superintendent, information booth, fire chief, police chief, head of ushers, rear screen operators, tv monitoring system, audio check points, committee offices behind the band back drop, Hotel Biltmore headquarters and long distance lines.

Adjacent to the control section, the convention officials will be located: Paul Butler, chairman of the national committee; Katie Louchheim, vice chairman; Rep. Clarence Cannon (Mo.), parliamentarian, the temporary chairman and, later, the permanent chairman, the speaker of the moment and an audio engineer.

Behind the officials' section is another 1960 innovation, a media communications division. Here, in an area 16 by 20 feet, raised four feet off the floor, representatives of the radio and tv networks and the press associations will be seated. Here, by a new arrangement, conferences can be held out of reach of the eyes of tv, motion picture or still cameras.

Another convention "first" is a presentation platform eight feet wide by 40 feet long and 11 feet off the floor, built in the shape of a runway, with an electrically controlled stairway leading down to the official deck. Working from this runway, candidates, officials and entertainers will get a greater audience exposure than ever before.

A new working press section will provide more room—475 seats on either side of the rostrum—greater mobility and a more direct line of sight from typewriter to speaker—than in 1956, Mr. Reinsch said.

National committee offices will be located directly behind the platform alongside steps leading down from the rear of the media section.

How the FCC wants to be influenced

A move to establish two types of rulemaking, with off-the-record presentations banned in one, has been made by the FCC in legislation recommended to Congress.

In a letter to Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, released last week, the commission asked that the Communications Act be amended to give it authority to ban *ex parte* in rulemaking when it "finds that special procedural provisions are appropriate. . . ." At the time the rulemaking is announced, the commission would state whether *ex parte* presentations would be acceptable.

If *ex parte* is not permitted, the following rules were recommended: (1) all written material submitted must be filed as part of the record and any information not so filed cannot be considered; (2) no person shall make any written or oral presentation to any commissioner or staff member, and (3) the commission, however, may consider relevant facts obtained prior to institution of the rulemaking and may consult with its staff.

The FCC recommendation was sent to Rep. Harris in the form of comments on HR 4800, a reform bill growing out of the investigations of the Legislative Oversight Subcommittee. Designation by the commission of rulemaking as of such nature that *ex parte* would not be accepted would be appealable, both at the FCC and in the courts. Such rulemaking would be used when rights of an individual party would be affected (Closed Circuit, April 25).

FCC announces new fm multiplex rule

Commercial fm stations can now use their multiplex sub-channels for transmitting material to private businesses or for relaying to other broadcast facilities.

The FCC announced the new rule last week which will become effective May 16. Under the amended regulations, fm broadcasters can, upon FCC approval, use their multiplex sub-channels to broadcast the kind of service currently authorized to WRCA-FM New York, which has sub-carrier special service programs beamed to doctors.

Authorized sub-channels were also made available for remote cueing and order circuits, and remote control telemetering functions associated with authorized studio-transmitter-link operation.

As an example of program relay, the FCC cited its recent grant to KDKA-FM Pittsburgh to originate play-by-play descriptions of the Pirate baseball games and transmit them to numerous standard and fm stations within its primary service area without disturbing the serious music programming on its main channel.

The commission said it was rejecting suggestions that noncommercial educational fm stations be permitted to engage in multiplex operations and that remote pickup facsimile be allowed on a multiplex basis. These matters, the FCC said, will be considered at a later date.

In a related development, the FCC announced rulemaking on eight proposed systems of fm stereophonic transmission presently under consideration. Comments, due July 29, were asked on proposed definitions, technical aspects, need for frequency and modulation monitors and costs and simplicity of transmitter and receiving equipment. The commission said that comments previously filed in the above rulemaking will be considered in the new proceeding and need not be filed again.

A special message to everyone born between 1938 and 1942

Hey, there! You with the freshly-starched diploma in your hand! Discouraged with your first hard look at this topsy-turvy world? Think someone chopped out the rungs in the ladder of success? Think opportunity is dead?

Don't you believe it! Today, opportunity under America's free enterprise system is more alive than ever! Within the next few years, you'll see space travel programs accelerate and inspire now unheard-of products. You'll see standards of living go up. You'll see exciting new jobs created out of nowhere.

Take our own business, for example. Oil. In the next few years, we *know* Standard Oil will create a cornucopia of new products and new processes. And that means opportunity! But it takes time, work, and study to turn opportunity into advancement. People who are willing to put forth the extra effort to prepare for greater responsibility will find opportunity awaiting them.

Is opportunity dead? Whenever we hear that question, we think of the thousands of people who won promotions last year at Standard Oil and the fact that most of our officers and directors since this company started have come up through the ranks. No Standard job is too big a target for any employee...if he listens for opportunity's knock and is ready for it when it comes.

Opportunity dead? Not by a long shot!

WHAT MAKES A COMPANY A GOOD CITIZEN? One way to judge is by a company's economic effect on a community. Is it growing? Is it progressive? Will it provide opportunities for advancement? For the five years from 1954 to 1959, Standard spent $1.4 billion on new facilities. Expenditures like these help to create new opportunities.

STANDARD OIL COMPANY
(INDIANA)

STANDARD

THE SIGN OF PROGRESS...
THROUGH RESEARCH

BROADCASTING PRAISED, CRITICIZED

Ohio educational institute puts spotlight on radio-tv record

The public interest duties of broadcasting were examined last week under the critical eyes of the 30th Institute for Education by Radio & Television, held in Columbus by Ohio State U.

This inspection produced, as usual, violent criticism of commercial broadcasting by some educators yet brought recognition of industry progress in meeting various concepts of its responsibilities.

Discussions frequently became snarled in definitions of the term "public interest" and the right of Congress, the FCC or any other government agency to specify a definition was challenged at one point.

Spokesmen for commercial broadcasting were given prominent space on the agenda, appearing in formal talks as well as give and take panels.

The basic industry position was stated by Clair R. McCollough of the Steinman stations and chairman of the Television Information Committee (see story, page 75).

Some highspots of the four-day institute:

- A statement by Robert W. Foreman, executive vice president of BBDO, that agencies and advertisers have a responsibility to television and should contribute to its service as well as take away sales. He criticized misuse of ratings and addiction to cost-per-thousand buying.
- Emphasis by FCC Chairman Frederick W. Ford that the broadcaster should show he has met self-created standards (story page 60).
- Warnings that public sentiment for more government control of broadcasting is spreading.
- A statement that radio-tv could be doing the public a disservice by get-out-the-vote campaigns because they induce uninformed people to cast their ballots.

Frequent reference was made during the institute to the payola and quiz scandals. Mr. McCullough said that the quiz incidents are more than two years old and that broadcasters acted quickly when they found instances of quiz rigging.

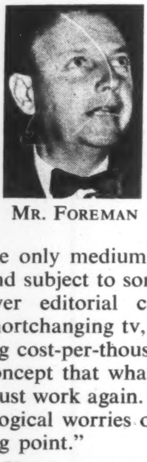
Among broadcasters who took part in discussions, besides Mr. McCollough, were M.S. Novik, consultant; Louis Hausman, head of Television Information Office; Frank A. Tooke, Westinghouse Broadcasting Co. vice president; Edgar Kobak, consultant; E.K. Hartenbower, KCMO-AM-TV Kansas City, chairman of the NAB TV Code Review Board (see story, page 76); Howard Barnes, CBS Radio Network program vice president; Frederick H. Garrigus, NAB organization services manager; Leon Goldstein, consultant; William J. Kaland, national program manager, Westinghouse Broadcasting Co., and Richard D. Heffner, CBS-TV director of special projects.

Director of the institute was I. Keith Tyler, of Ohio State U.

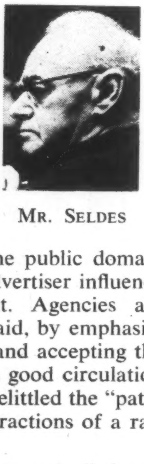
Public Interest Definition ■ Gilbert Seldes, former network official and now dean of the Annenberg School of Communications, U. of Pennsylvania, raised the question of the government's right to define "public interest." He contended the public needs "a change of atmosphere in receiving its entertainment and suggested the term public interest should be defined by a large number of people.

At a news conference, FCC Chairman Ford said the No. 1 commission problem is allocation of vhf and uhf channels. He said about 28 meetings have been held with the military on proposals to broaden the vhf band beyond ch. 13, with a report due later in the year. He agreed that public interest is a difficult term to define but added the commission is required to operate in the public interest, convenience and necessity.

Mr. Foreman observed in a review of the agency-advertiser role in tv that it is the only medium in the public domain and subject to some advertiser influence over editorial content. Agencies are shortchanging tv, he said, by emphasizing cost-per-thousand and accepting the concept that what gets good circulation must work again. He belittled the "pathological worries over fractions of a rating point."



MR. FOREMAN



MR. SELDES

He contended the "magazine" theory of tv advertising, with sale of spots within programs, will downgrade programming. He said "the worst programs are built around this formula." Advertisers surrender everything for circulation, he said.

Taking the position that programs should be both business and esthetic triumphs, Mr. Foreman named three sponsors—B.F. Goodrich Co., Armstrong Cork Co. and U.S. Steel—as samples of effective tv advertisers despite modest ratings.

CBS Reports was "a sound investment for Goodrich," he said, with a survey showing 91% of program viewers learning more facts about Goodrich research and products, 69% thought more highly of the company and 71% described the program as outstanding. He said Armstrong Cork obtained "significant results" from its *Circle Theatre* series, with regular viewers able to identify five other products made by the company. "That point alone justified the cost of the show," he said. "It was the most important advertising done by the company." He added that U.S. Steel effectively presented company policies, price problems and activities on its dramas.

McGill Keynotes ■ Ralph McGill, named last week as publisher of the *Atlanta Constitution* (affiliated with WSB-AM-TV), voiced the fear in his keynote talk that tv is falling into the tendency of some newspapers to strain for headlines that sell papers. "The main appeal is often shallow," he said in suggesting tv viewers "may realize tomorrow they have had only part of the picture or a superficial version of the news." He said broadcaster responsibility is centered around "the integrity of ownership" but noted a general trend away from owner control to the hired manager. He warned radio, tv and newspapers "not to sit there in the comfort of the First Amendment and Mama Constitution's lap" but to use their freedom with a sense of responsibility if they would avoid "ghastly censorship." He saw doubt as to the amount of First Amendment protection enjoyed by radio and tv.

Frederick H. Garrigus, NAB organizational services manager, saw these trends in association development: greater emphasis on public service programming, including politics, educational and other areas of culture and information; closer relations with representatives of foreign broadcasting systems, and extension of the liaison with Assn. for Professional Broadcasting Education, seeking a better under-

Clearing the academic air

The academic air was considerably cleared of some familiar tv misconceptions May 5 at the Ohio State U. Institute for Radio-Tv by Clair R. McCollough, Steinman Stations.

Assigned the role of broadcasting industry spokesman, Mr. McCollough took up some of the familiar criticisms directed at programming and presented the commercial telecaster's viewpoint. He is chairman of Television Information Committee and of the policy board temporarily guiding the affairs of NAB. He is the 1960 winner of the NAB's Distinguished Service Award.

Educators and broadcasters should work together to help build a society more concerned with and aware of its heritage and responsibilities, he said.

Mr. McCollough took as his theme the fact that tv's requirements are determined by the desires of set owners who made their "very considerable investment primarily for the purpose of entertainment."

He listed the "trite phrases which furnish the stepping-off point of the thinking of some of the advocates of better television" one by one, offering the industry's viewpoint on each. These phrases and a condensation of his answers to "There Ought to Be . . ." suggestions follow:

▪ A National Tv Program Board: The idea is impractical and has censorship implications. Professional critics themselves do not agree. Example: The National Assn. for Better Radio & Tv described *American Bandstand* as "lacking grace and gaiety"; the National Congress of Parents & Teachers said the same show had "gentle manners, good taste, friendly gaiety."

▪ An Educational Network: Educational and commercial tv complement each other; one is not a substitute for the other in a democracy. The educational broadcaster delves into a subject in great depth, doing a great deal for a relatively few at any one time. The commercial tv broadcaster, required to attract and hold large audiences, can do a little for a great many.

Mr. McCollough

Meets the critics

▪ A Magazine Concept: The proposal for sale of spots in a regular program schedule is approached in most adventure, western and daytime serial programs. Sponsor influence over programming is greatly overrated. There is no real concern so long as the broadcaster accepts the responsibility for the composition and balance of his schedule, and the quality of each element in the schedule. Many of the finest programs have been advertiser or agency conceived.

Here are some other charges and questions that Mr. McCollough answered:

▪ Nighttime Tv Is Mischief, Mayhem and Murder: A "pat indictment; the only trouble is the fact that it just isn't so." In a typical week last winter 40% of the time between 7:30-11 p.m. included general drama, special music, sports and public affairs programs. During only two half-hour periods on all three networks was the choice limited to western, mystery or adventure programs.

▪ Why Isn't Entertainment Better?: This is heard from those who say they don't mind westerns, daytime serials, situation comedies, plays or variety programs; they just want them to be better. "I would like every variety show to be as exciting as the *Fred Astaire Show*, every play as wonderful as *Green Pastures* and every documentary as meaningful as *The Population Explosion*. The basic difference between some of the critics and me is the fact that I am willing to accept the theory that this may be an impossibility. I don't think there is any deep-dyed plot to do uninteresting programs on television."

▪ Television Is Ruining Our Children: Most of the material, ranging from the Nuffield report in England to Wilbur Schramm's and Paul Witty's studies in this field, flatly contradict this statement. Every tv set has an "off" switch. How did parents regulate their children's activities before television? Are we justified in blaming television, if we are in default in our parental responsibility? Joseph Klapper, social psychologist who has studied most of the research in this field, said, "It has been pretty well demonstrated that the mass media do not serve as the primary determinant or even as a very important determinant of any of the basic attitudes or the basic behavior patterns of either children or adults."

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standing between the commercial broadcaster and the broadcast educator.

Foreign broadcasting systems were compared with American systems by Dr. Burton Paulu, U. of Minnesota radio-tv director. He said his years of on-the-scene observation showed British broadcasting is better off because of ITA compeition. European audiences have about the same level of sophistication as American audiences, he observed.

Dr. Paulu said top Soviet radio-tv officials stated their broadcast policy as follows, "Support of the basic ideologies of Communism, of the Communist Party, and of current government policies and practices, is the principal, underlying and continuing objective of all Soviet broadcasting."

Derek Russell, U.S. representative of British Broadcasting Corp., claimed BBC has 17.3 million tv viewers against 16.2 million for the Independent Television Authority.

Harry J. Skornia, president of National Assn. of Educational Broadcasters, called for development of a broadcasting profession consisting of people who will resist pressures—"people who use standards that are not dictated by commerce or industry, or minorities, or pressure groups." He said get-out-the-vote campaigns on tv are frequently "a great disservice rather than a service." He explained this position by saying many of the people who go to the polls don't know the issues or the candidates and "eeny-meeny vote casting, even by the millions, is a perversion of democracy."

KEEP OFF THE PANIC BUTTON

Hartenbower urges careful, voluntary cures for tv's ills; cites some results already

Code Chief Hartenbower

Asks sober appraisal of problem

A warning against "hasty legislation" and "coronation of czars" to cure tv's troubles was sounded by E.K. Hartenbower, KCMO-TV Kansas City, chairman of the NAB Tv Code Review Board. Speaking before the Institute for Education by Radio-Television in Columbus Ohio last week (story page 74), he urged reliance on a thoughtful voluntary code.

Mr. Hartenbower followed up his IERT appearance with another address Friday (May 6) at the Cleveland convention of the American Women in Radio & Television. There he traced some of the results already attained by working with the tv code.

He told the women broadcasters that advance checking of commercials by advertising agencies, working with the NAB tv code, is avoiding many problems of bad taste before the commercials are filmed.

Mr. Hartenbower said the board "has noticed some substantial improvement in many commercials."

Look Hard ■ But broadcasters must take "a long hard look" at the tv programs put into the nation's living rooms, he added. "I am not suggesting we panic and run off in all directions every time some housewive's group sits down to count the number of pistol shots in a western," he said. "But I do think that when sober and responsible individuals and organizations raise serious questions on this matter, the industry must give it careful attention."

Mr. Hartenbower, who became code board chairman in April, foresaw two major areas of concern deserving the attention of women broadcasters and the code board. "These," he explained, "are the matter of good taste in commercials, especially those for the so-called 'personal' products, and the matter of undue violence in programming. Here, I realize, there is great possibility for difference of opinion. Your idea of good taste or of what constitutes excess violence may differ from mine and may be equally valid.

"But let's face facts. There are some commercials on the air, not many, which are downright disgusting. As many of you know, a subcommittee of the code board studied this problem last year and issued a special report to be used as a guide by networks, stations, advertisers and agencies in evaluating personal product commercials." The other problem concerns the charges of excessive violence, he said.

In his IERT talk, the code board chairman asked "How can you legislate artistic excellence?" He posed the query in reply to oft-heard suggestions that tv scandal charges pointed to a need for legislation. He doubted if a czar would bring improvement in tv quality, saying, "It would require a man or men of superhuman ability and divine wisdom."

The code, he explained, "is a set of recognized minimum standards of old-fashioned good sense, good taste and good manners." He listed enforcement devices, agency cooperation and other steps to make the code workable.

"I think it boils down to this," Mr. Hartenbower said. "If you want fireworks, if you want sound and fury, look to hasty legislation or the coronation of czars. But if you want steady, thoughful improvement and maturing of this pretty amazing form of communications that affects our lives so deeply, look to voluntary codes and those who live by them."

Aubrey cites functions of tv for AWRT meeting

CBS-TV President James T. Aubrey Jr., told the Cleveland convention of the American Women in Radio & Television last Friday (May 6) that tv is an entertainment medium—and that this fact is perhaps the one thing proved by recent criticism and analysis of the medium.

Mr. Aubrey conceded tv is other things as well, but said the main reason "Americans spend 5 hours a day watching 53 million television screens in nearly 9 out of 10 homes" is that tv has provided an uninterrupted flow of entertainment unmatched by any other medium in history. He portrayed himself as being satisfied with this basic fact, although determined that broadcasters have a responsibility to improve on the quality of what they do within this context.

TV's "remarkable sensitivity to the public will" is what has caused most of its trouble from critics. He opposed suggestions that an advisory group be formed to regulate and control tv product, saying that while such a group could provide the kind of programs its members prefer, there would be no necessary connection with what the public wants. He also said that any restrictions placed on broadcast media would eventually spread to all media.

Mr. Aubrey said 17.8% of the CBS-TV schedule today is devoted to news and public affairs programs, and that even more would be devoted to those categories this fall. But more important than that, Mr. Aubrey said, is "closing the gap" between popular and serious programs — making popular shows of better quality to appeal to the most discriminating, and making serious programs with imagination and meaning for the mass audience.

Among other speakers at the AWRT convention were FCC Chairman Frederick W. Ford (see page 60) and E.K. Hartenbower, KCMO-TV Kansas City, chairman of the NAB Tv Code Review Board (story adjacent). Rep. Oren Harris (D-Ark.), originally on the agenda was obliged to cancel his appearance. In his stead Rep. John J. Flynt (D-Ga.) was to speak.

NBC'S ANSWER
Diverse schedule to deter interference

NBC's policy of "totality of service" and "diversity of schedule" is the "best answer" to government attempts to interfere in tv programming.

This was the basic point of Robert W. Sarnoff's impromptu talk at last week's RCA stockholders' meeting (see story, page 91). The NBC board chairman reviewed the post quiz-payola climate at the request of a stockholder.

Mr. Sarnoff said the past several months had been among the "most trying periods that the broadcast industry has ever gone through." Though some criticism was justified, some was based on lack of understanding and some was biased.

NBC's top executive said the net-

RCA "Traveling Wave" Antenna

ANOTHER WAY
RCA SERVES
BROADCASTERS
THROUGH
ELECTRONICS

Combines Improved Electrical Characteristics with Mechanical Simplicity and Economy... for High Power TV Applications

Here is a VHF high-band antenna that has inherently low VSWR and produces smoother patterns. The design, based on slot radiators, results in improved circularity. This new antenna is strongly resistant to high winds and offers better weather protection.

INHERENTLY LOW VSWR

The traveling wave nature of the feed results in a low VSWR along the antenna. This characteristic gives the antenna an inherently good input VSWR without compensating or matching devices. The input has been broad-banded to provide a smooth transition from the transmission line to the antenna.

EXCELLENT VERTICAL PATTERN

The null-less vertical pattern is extremely smooth. This provides uniform illumination of the desired service areas. Gains from 9 to 18 can be obtained.

IMPROVED CIRCULARITY

The individual patterns produced by slot radiators when added in phase quadrature result in an overall pattern with improved circularity. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

LOW WIND RESISTANCE

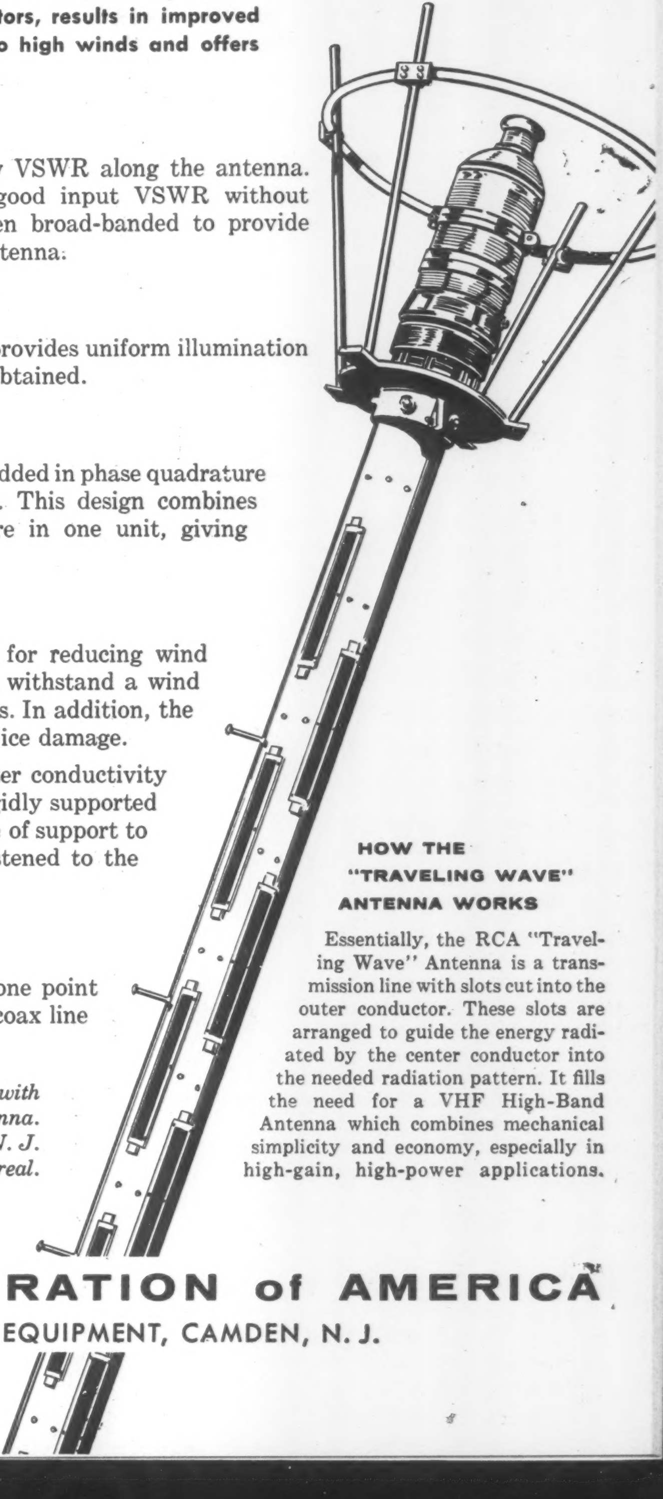
The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 psf on flats, or 33⅓ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage.

The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without relying on any insulator type of support to carry the dead weight. Polyethylene slot covers are fastened to the pole over every slot for better weather protection.

SIMPLIFIED FEED SYSTEM

The feed system is completely self-contained with only one point of connection. Simplified feed system consists of a large coax line and coupling probes.

Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. Or write to RCA, Dept. GB-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.



HOW THE "TRAVELING WAVE" ANTENNA WORKS

Essentially, the RCA "Traveling Wave" Antenna is a transmission line with slots cut into the outer conductor. These slots are arranged to guide the energy radiated by the center conductor into the needed radiation pattern. It fills the need for a VHF High-Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications.

RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

work in the past season had provided "more news, more public affairs, more education and more culture" not because of "pressures of the moment" but as "part of a continuing developing process."

No Narrow Segment ▪ After describing public affairs and sports programming planned for the next season, Mr. Sarnoff then referred to entertainment shows which, he commented, made such service programming possible. Diversity of service, he explained, took in "no single narrow program segment." It contains westerns, dramas, music, quizzes, mysteries, adventures, comedies, interspersed with specials, plus *Today* in the morning and the *Jack Paar Show* at night—"a true network . . . seeking to meet the needs and desires of the total population, because as a mass medium we must satisfy the majority while . . . seeking to satisfy the taste of the minority."

The current climate in broadcasting is "a confusion of ethics and taste," Mr. Sarnoff observed, tracing the quiz-payola developments and NBC's actions taken to combat questionable practices. Of the latter, he said, "This is the best example I know of self-regulation."

Restated was NBC's position that the FCC's role in programming be "extremely narrow" with responsibility resting on the licensee. What's to be prevented? "The government from becoming, through its various agencies, the arbiter of public taste," declared Mr. Sarnoff.

BACK TO SCHOOL

65 sign up for second NAB-Harvard seminar

Sixty-five broadcasters have enrolled for the NAB's second Harvard seminar in broadcast management to be held July 10-22.

The first seminar last summer was enthusiastically endorsed by the 57 who attended (BROADCASTING, July 20, 1959). Conducted by the Harvard Graduate School of Business Administration, the seminars provide an intensive, two-week program of executive development.

The list of those who will study at Harvard this year follows:

Kenneth R. Giddens, WKRG-AM-TV Mobile, Ala.; Carter Hardwick, WSFA-TV Montgomery, Ala.; Homer Lane, KOOL-AM-TV Phoenix; Charles J. Saunders, KCLS Flagstaff, Ariz.; Robert W. Breckner, KTTV (TV) Hollywood; Charles H. Kinsely, Jr., KHSL-AM-TV San Francisco; Allen T. Gilliland, Jr., KNTV (TV) San Jose, Calif.; Louis S. Simon, KPIX (TV) San Francisco; Jon S. Kelly, KCRA-TV Sacramento; Clayton H. Brace, KLZ-AM-TV Denver; Robert D. Ellis, KCHX, KKTV (TV), KFMH (FM) Pueblo, Colo.; Robert S. Tyrol, WTIC Hartford, Conn.

William Holm, WLPO LaSalle, Ill.; Robert B. King, WSOY Decatur, Ill.; John B. Babcock, WIWI (TV) Indianapolis; Eldon Campbell, WFBM-AM-TV Indianapolis; Richard M. Fairbanks, WIBC Indianapolis; Lew Van Nostrand, Jr., WMT-TV Cedar Rapids, Iowa; Cleve J. Brien, WNOE New Orleans; T.B. Lanford, KALB-AM-TV Shreveport, La.; Francis H. Farnum, Jr., WGAN Portland, Me.; William H. Rines, WCSH-AM-TV Portland, Me.; James E. Allen, WBZ-TV Boston; Alexander M. Tanger, WHDH-AM-TV Boston; Israel Cohen, WCAP Lowell, Mass.; Theodore Jones, WCRB Waltham, Mass.; Joseph F. Butler, WKIZ Kalamazoo, Mich.; John F. Wismer, WHLS Port Huron, Mich.; Herbert W. Lester, WOIA Ann Arbor, Mich.; C. Wayne Wright, WALM Albion, Mich.; James Schiavone, WWJ-TV Detroit.

G. David Gentling, KROC Rochester, Minn.; Lawrence F. Haeg, WCCO Minneapolis; Samuel A. Burk, KIRX Kirksville, Mo.; James F. Jae, Jr., KHMO Hannibal, Mo.; Chester L. Thomas, KXOK St. Louis; Dale G. Moore, KGVO Missoula, Mont.; A. James Ebel, KOLN-TV Lincoln, Neb.; William A. Martin, KMMJ Grand Island, Neb.; Joseph O. Jasmin, WKNE Keene, N.H.; Paul Adanti, WHEN-AM-TV Syracuse, N.Y.; Van Beuren DeVries, WGR-AM-TV Buffalo; C. George Henderson, WSOC-TV Charlotte; Kenneth I. Tredwell, Jr., WBTV (TV) Charlotte; William A. Ekberg KFYR-AM-TV Bismarck, N.D.; Carl E. George, WGAR Cleveland; Roger B. Read, WKRC-AM-TV Cincinnati; George J. Gray, WLWD (TV) Dayton; Warren Williamson, WKBN-AM-TV Youngstown, Ohio; William A. Hillebrand, WMHE-FM Toledo; Fred Weber, The Friendly Group Steubenville, Ohio; Norman P. Bagwell, WKY-AM-TV Oklahoma City.

Robert H. Sauber, WTIV Titusville, Pa.; Raymond W. Welpott, WRCV-AM-TV Philadelphia; Joseph P. Dougherty, WPRO-TV Providence, R.I.; Irving C. Waugh, WSM-TV Nashville; Thomas B. Baker, WLAC-TV Nashville; Norman A. Thomas, WDNT Chattanooga; Bob A. Roth, KONO-TV San Antonio; George K. Utley, WFAA Dallas; Jon A. Holiday, WHYE Roanoke, Va.; Dan Hydrick, WGH Newport News; Saul Haas, KIRO-AM-TV Seattle; William D. Birke, WSAZ-AM-TV Huntington, W. Va., and John T. Gelder, WCHS-TV Charleston, W.Va.

Three broadcasters speak at Missouri U.

Three key broadcasting officials, speaking at Missouri U.'s Journalism Week celebration in Columbia, formed a modern triple alliance to blast various problems thrust upon their industry.

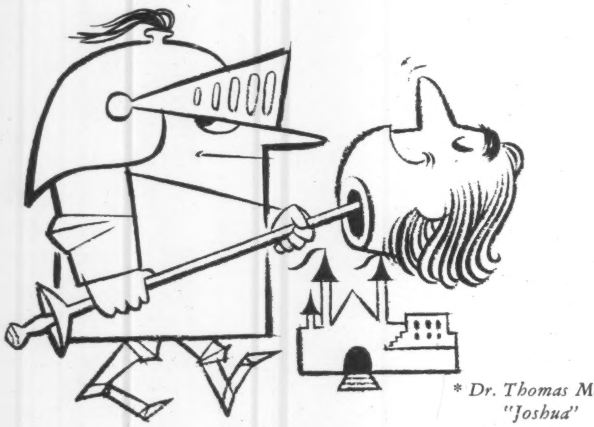
All raised strong objection to pending and finalized government regulations which they feel are constitutional violations, and to the subject of payola, still very much alive despite recent policing actions to stop it.

Heralding broadcasting's cause were Frank P. Fogarty, executive vice president and general manager of the Meredith Broadcasting Co., Donald H. McGannon, president of Westinghouse Broadcasting Co. and Vincent T. Wasilewski, NAB manager of government relations.

Mr. Fogarty sharply questioned the constitutionality of a bill (S. 3171) pending in Congress which would force tv networks to give two free hours per week to the major political candidates. He said, "the bill violates the first and fifth amendments . . . it drafts television time, but not radio time . . . it commandeers the property of the network affiliates . . . it is discriminatory as between broadcast media and printed media. What then becomes of the First Amendment, guaranteeing . . . a free press . . . radio and presumably television?"

Mr. McGannon called for closer co-

*See the conquering hero comes! Sound the trumpets, beat the drums!**



* *Dr. Thomas Morell "Joshua"*

If all the KROC-TV viewers were to join the parade over 80% of the homes would be vacant.

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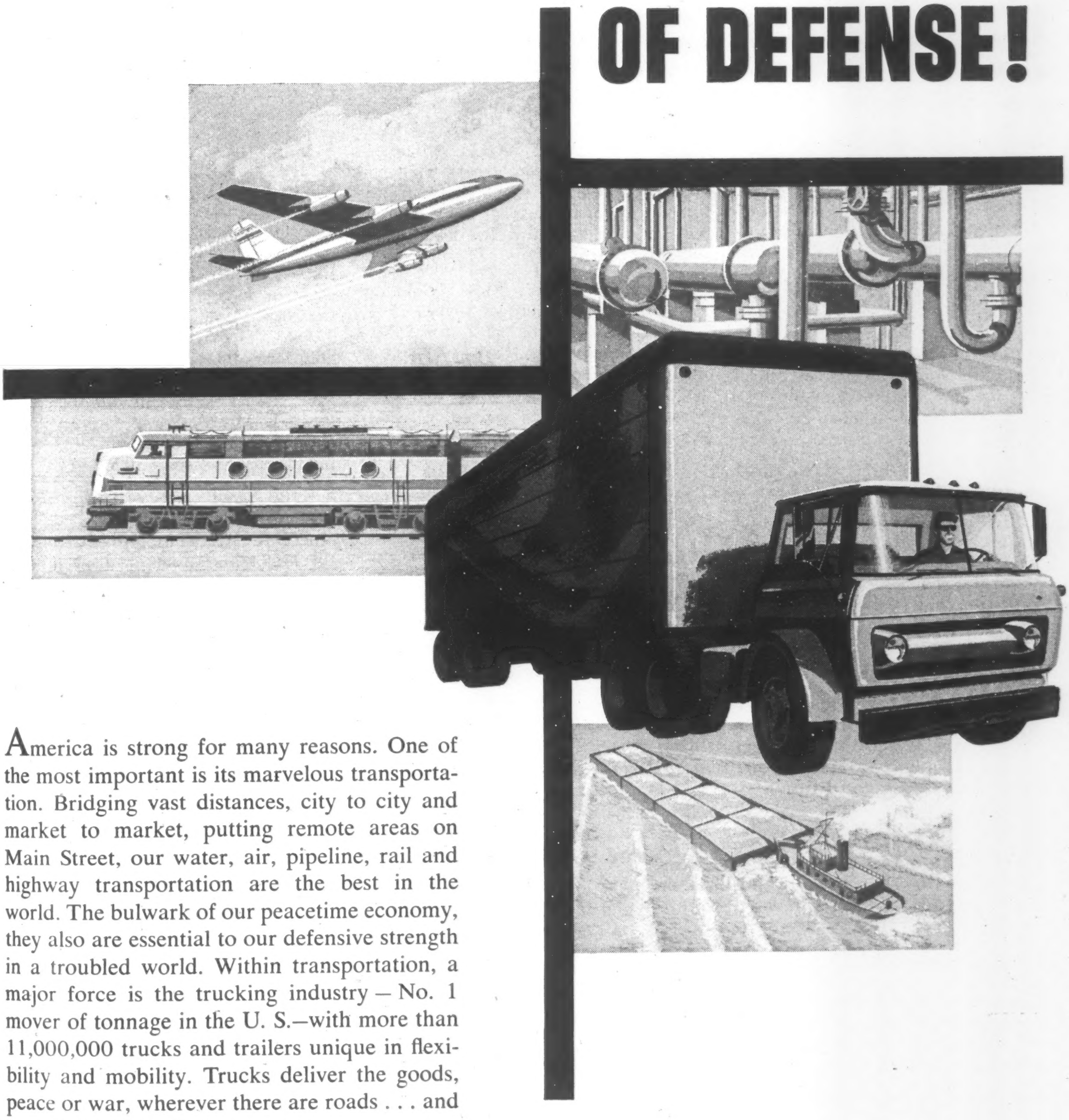
Represented by Meeker Co.

G. David Gentling, gen'l. mgr.

HARRY S. HYETT COMPANY, MINNEAPOLIS
ELISABETH BECKJORDAN, NETWORK REPRESENTATIVE

BACKBONE OF DEFENSE!



America is strong for many reasons. One of the most important is its marvelous transportation. Bridging vast distances, city to city and market to market, putting remote areas on Main Street, our water, air, pipeline, rail and highway transportation are the best in the world. The bulwark of our peacetime economy, they also are essential to our defensive strength in a troubled world. Within transportation, a major force is the trucking industry — No. 1 mover of tonnage in the U. S.—with more than 11,000,000 trucks and trailers unique in flexibility and mobility. Trucks deliver the goods, peace or war, wherever there are roads . . . and sometimes where there are none.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

operation between the two methods (electronic and mechanical) by which we communicate and warned of "forces constantly at play that threaten the structure of free news distribution as we know it."

On the problem of payola, Mr. Wasilewski charged that it involves commercial bribery and should be regarded separately from the question of sponsorship identification on the air. He added that legislative problems confronting broadcasters have resulted in a mixture of two problems—(1) sponsorship identification and the proper interpretation of Sec. 317 as it exists; or, in the alternative, language for an amendment to eliminate making announcements of the supplier, and (2) payola, a distinct problem in itself, which should be dealt with as a crime.

He added that the NAB has submitted to the House Committee on Interstate and Foreign Commerce suggestions for new statutory language to amend Sec. 317 and to make commercial bribery (payola) a crime.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week subject to FCC approval:*

■ KDEO El Cajon (San Diego), Calif.: Sold by Robert Sharon and Kenneth Greenwood to Howard Tullis and John Hearne for total consideration of $475,000. Buyers own KFXM San Bernardino and KAFY Bakersfield, both Calif. Mr. Tullis is owner of an advertising agency bearing his name in Hollywood and also owns KEAP San Francisco. Mr. Hearne, an attorney, owns KVEN Ventura, Calif., and KUAN Guam. Messrs. Sharon and Greenwood continue to own KLEO Wichita, Kan., and KQEO Albuquerque, N.M. Mr. Sharon, general manager of KDEO, will remain in that capacity under new ownership, it was reported. KDEO is on 910 kc with 1 kw. Broker was Blackburn & Co.

■ WNEB Worcester, Mass.: Sold by John Hurley to George Steffy, 75%, and Harold Gliddens, 25% for $350,000. Mr. Steffy is executive vice president of Yankee Network Division of RKO General (WNAC-AM-TV Boston, Mass.). Mr. Glidden owned WAGM-AM-TV Presque Isle and WABM Houlton, both Maine, which he sold in 1957. WNEB is 250 w on 1230 kc. Broker was Blackburn & Co.

■ WEER Warrenton, Va.: Controlling 66⅔% interest sold by Mr. and Mrs. Thomas H. Strothman to Laurens M. Hamilton for $10,000. Other 33⅓% ownership retained by Francis I. Lambert, who is station manager. Mr. Hamilton, former Rockland County, N.Y., representative in New York state legislature, has been Fauquier County, Va., resident since 1940. WEER is 500 w daytimer on 1570 kc.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 100).*

■ KBLF Red Bluff, Calif.: Sold by Victor Industries Corp. and Clay McGowan to Victor Corp. for $480,000 for Victor Industries 75% interest and for 5% of Mr. McGowan's 25% interest with an option to purchase remaining 20%. Purchasers are Victor Muscat, 37½%, Dr. Sydney E. Lipsky, 50%, and Mr. McGowan, 12½%. Dr. Lipsky is vice president of Reddi-Wip Co. Mr. Muscat is in aluminum container business. Mr. McGowan is general manager of Victor Industries Corp., manufacturers of metal tubing.

■ KJBS San Francisco, Calif.: Sold by William B. Dolph, Hope D. Pettey, and others to Argonaut Broadcasting Co. for $425,000. Purchasers are A.J.Krisik, 22.5%, Theodore J. Wolf and Andrew J. Sturtavant Jr., 12.5% each, L. R. Rhodes (president), 6.4%, and others. Messrs. Krisik and Wolf are owners of KFIV Modesto, Calif. Mr. Krisik also holds 50% interest in KNGS Hanford, Calif. Mr. Sturtavant is commercial manager of KFIV. Sellers Dolph and Petty have interests in KUDE Oceanside, Calif., and WPEO Peoria, Ill.

■ WJHL-AM-FM Johnson City, Tenn.: Sold by W. Hanes Lancaster Jr. and associates to Tri-Cities Broadcasting Inc. (James C. Wilson, president) for $230,000. FCC granted approval of the sale on the condition that it not be consummated until James C. Wilson and Josephine D. Wilson, the purchasers, dispose of their interest in an application for a new station in Bristol, Tenn. The Wilsons are in retail appliances and heating systems.

■ WELK, Charlottesville, Va.: Sold by Lawrence Lee Kennedy to Virginia Broadcasting Co. for $100,000. Purchasers are Margaret Miller Inc., Sterling Hardware Co., 40% each, and Turnbull, Deter & Co., 20%. Knox Turnbull is principal stockholder in all three firms. Mr. Kennedy will be employed by new owners for five years at $5,000 per year. The FCC conditioned that the sale not be consummated until Barbara C. T. Brown, announcer-women's director for WINA Charlottesville, disposes of her preferred stock in Margaret Miller Inc.

SOUTHWEST **$350,000**
Top station in top 100 market. Down payment $100,000 with plenty of cash flow for payout in six years. Ideal climate and living conditions.

MIDWEST **$150,000**
Iowa daytimer in prosperous market. $30,000 down payment and extra long payout. Ideal for owner-manager.

VIRGINIA **$85,000**
Daytimer in good multi-station market. In the black and showing improvement every month. Ideal for owner-operator. $25,000 down and good terms.

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FInancial 6-6460

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Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
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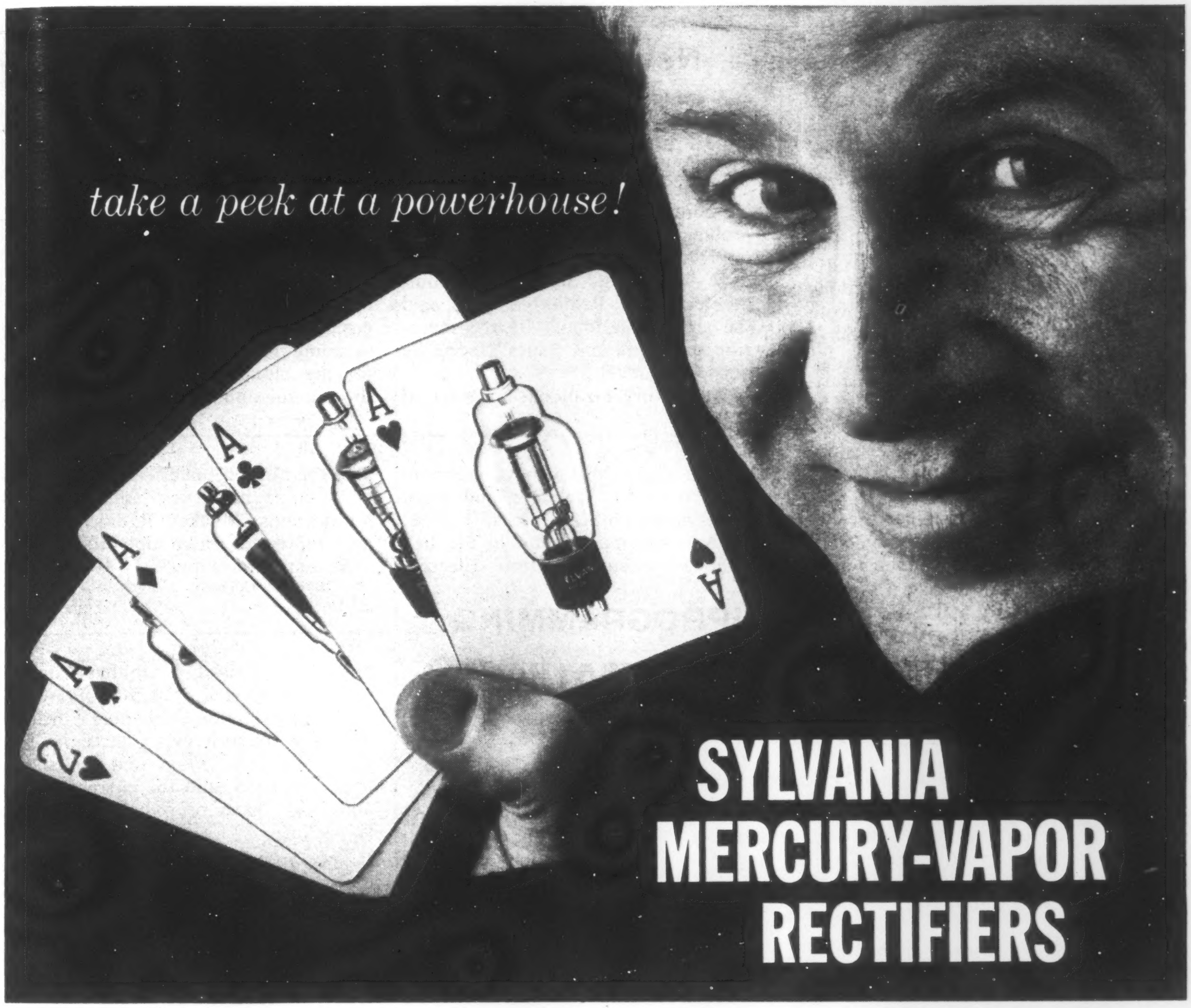
CRestview 4-2770



Talk about a stacked deck! This one's packed with aces—and they're all being dealt to you. Sylvania offers a powerful "hand" of hard-working, high-efficiency Mercury-Vapor Rectifiers for your power supply replacement needs.

You'll find these husky Rectifiers have the kind of stamina that means longer working hours, reduced maintenance time. Your station management will value that Sylvania brand of quality because it offers lower tube costs per hour of operation.

Deal yourself in! Phone your Sylvania Industrial Tube Distributor for prompt delivery on Mercury-Vapor Rectifiers and all Sylvania Tubes for AM, FM, VHF, and UHF. Ask for the descriptive "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 125, 1100 Main Street, Buffalo, New York for your copy.

POPULAR SYLVANIA MERCURY-VAPOR RECTIFIERS

	Maximum Anode Ratings	
Sylvania Type	Voltage (Vdc)	Current (Adc)
575-A	15,000	6.0
673	15,000	6.0
857-B	22,000	20.0
866-A	10,000	1.0
869-B	20,000	10.0
872-A	22,000	20.0
8008	10,000	5.0

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

Telephone union gets foot in tv's door

The rough, tough, strongly entrenched telephone company and communications union, the Communications Workers of America, has moved into broadcasting.

CWA has begun bargaining with WFMY-TV Greensboro, N.C., its first broadcast breakthrough. The AFL-CIO union won a National Labor Relations Board election on April 22. The vote for the CWA to represent the station's technical staff was unanimous, 9-0.

WFMY-TV, which began broadcasting in 1949, was not unionized. The National Assn. of Broadcast Engineers & Technicians attempted to organize the station in 1951 and again in 1957, but failed both times.

The CWA contract offered to the station, according to WFMY-TV officials, is heavily larded with telephone terminology. It seeks higher pay, premium pay for overtime, holidays and night work, as well as other benefits.

CWA is the main union in the Bell Telephone system, Western Electric, Western Union, overseas communications companies such as RCA Communications, Mackey Radio, etc., and also represents radio operators aboard U.S. merchant ships.

New educator group will appraise tv

A group of communications scholars, many of whom were highly critical of the tv industry during last winter's FCC program hearing, have announced formation of a "continuing conference" to study television's problems.

Prof. Gilbert Seldes, director of the Annenberg School of Communications at Pennsylvania U., said the group will focus "on the recurring problems and issues" faced by mass media.

At an organizational meeting at the U. of North Carolina last week, a five-man executive committee was named, including Mr. Seldes, Kenneth G. Bartlett, Syracuse U.; Sidney Head, U. of Miami; Charles A. Siepmann, New York U.; and Dallas W. Smythe, U. of Illinois.

The conference grew out of a meeting in February by communications scholars at which time a proposal was sent to the FCC recommending that Congress provide funds for the monitoring of programs by the commission.

PROGRAMMING

GOLDWYN READY TO TALK TV

50 pictures offered on rental basis; control held with eye to pay tv & color

Samuel Goldwyn has at last succumbed to the lures of television and, if tv is willing to buy on his terms and at his price, a package of some 50 Goldwyn-produced motion pictures will be on tv this fall.

William Morris agency is handling the sale of the package of Goldwyn theatrical movies, which date from the early days of sound pictures with films starring Ronald Colman and Eddie Cantor to Danny Kaye's "Hans Christian Anderson" (made in 1952). The package of pictures reportedly selected by Mr. Goldwyn himself, also includes other Danny Kaye pictures, plus a number of Bob Hope comedies and many other top box-office successes, including "The Best Years of Our Lives," which won a double armful of Oscars following its release in 1946.

The pictures are being offered to tv on a rental basis and not on outright sale. This way, it was explained, Mr. Goldwyn can control the exposure of the films himself and protect them against too many telecasts which might impair their value for a possible future sale to pay-tv or, in the case of the color films, to color tv when it becomes a mass medium.

Reason for the cut-off date of 1952 has nothing to do with union and guild restrictions concerning pre-1948 and post-1948 pictures, a Goldwyn spokesman said. It is simply that Mr. Goldwyn's production schedule includes only one picture every three or four years and that "Guys and Dolls," released in 1955, and the current "Porgy and Bess" have been held out of the tv package.

No price tag has been put on the Goldwyn package, but it is expected to bring one of the largest sums of any theatrical film collection yet made available for home viewing via tv. Potential buyers might take as a yardstick the report that Mr. Goldwyn refused an offer of $485,000 for two Christmas telecasts of "Hans Christian Anderson" alone.

TV NEWS from M&A ALEXANDER!

THE V. I. P. PACKAGE OFFERS:

JAMES MASON
YVONNE DE CARLO • VINCENT PRICE

and over 50 more great Hollywood names in great feature productions to attract the highest TV ratings!

Call, Write or wire . . .
M & A ALEXANDER PRODUCTIONS, INC.
Hollywood:
6040 Sunset Boulevard, HOllywood 4-3414
New York City:
Larry Stern, 141 East 55th Street, PLaza 5-5266

Paramount Pictures' earnings drop in '59

Paramount Pictures, New York, reported last week that consolidated earnings dipped last year to $7,519,000 from $12,554,000 but stressed that income from the sale of its pre-1948 library to MCA is reflected in the 1958 revenue and not in the 1959 figures.

Barney Balaban, president, noted that under the terms of the sale of the library in 1959 to MCA's Emka division, no payments beyond the $10 million initial advance were due until January 1960. He added that "significant amounts will be paid to us from this source during 1960 and subsequent years, resulting from the substantial amount of firm contracts now existing between Emka and its television station customers."

Paramount was guaranteed $35 million, plus an additional $15 million if sales reached certain levels. Mr. Balaban reported that sales by Emka already had more than covered the $35 million guaranteed and was building toward the additional $15 million.

Mr. Balaban pointed out that earnings from ordinary operations in 1959 ($4.4 million) approximated those of 1958 (almost $4.6 million). The difference in earnings, he said, resulted from revenue coming from special items, which amounted to almost $8 million in 1958 as against $3.1 million in 1959. The latter revenue resulted largely from the sale of the company's investment in Metropolitan Broadcasting Corp., while the 1958 figure reflected the down payment (less income tax) on the sale of the pre-1948 library to MCA.

Mr. Balaban said that 1959 was "a profitable year" for KTLA (TV) Los Angeles—"the first profitable year in several years."

SAG seeks increased tv film residuals

Increased residual payments are called for in demands submitted by the Screen Actors Guild to the Alliance of Television Film Producers and the Assn. of Motion Picture Producers (for tv film activities of the major motion picture studios). Residuals now range from 35% for the second run to 25% for the sixth. Under SAG's proposal, they would range from 50% for the second run down to 10% for the eighth run.

Joint negotiations of SAG with AMPP and ATFP were commenced Tuesday (May 3), for a new collective bargaining agreement covering acting work in tv films. The present contract expires May 31.

Re-run provisions, now limited to the U.S. and Canada, would be extended to apply throughout the world under the new SAG proposals. For example, SAG explained, if a tv film is still in its first run in U.S. but goes into second run abroad, a second run residual would be due the actor and for this, the actor would give world rights to the second run.

SAG is also asking for a pension plan and health and welfare plan, to be financed by employer contributions equal to 5% of the total actors' payroll including residuals; increases in minimum salaries; payment for theatrical exhibition rights; improvements in overtime payments and other improvements and restrictions.

SAG wants the contract to run for three years, to June 1, 1963. It is to cover programs only. Commercials are to be covered by a separate contract.

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Convention
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Frolicking
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MAY 31—

JUNE 4, 1960

TORONTO, CANADA

ROYAL YORK HOTEL

REGISTER NOW
WITH YOUR TENT CONVENTION CHAIRMAN

- Racing at Woodbine
- SPECIAL EVENTS FOR THE LADIES

Columbia Pictures gets AFM reminder

The American Federation of Musicians announced last week that it has served notice on Columbia Pictures Corp. that any sale of musically-scored post-1948 pictures for tv exhibition is subject to the "prior written consent of the Federation" and to negotiations with the union.

In a letter to Columbia Pictures, AFM president Herman Kenin noted reports that Columbia is about to commence the sale of its post-1948 pictures. A spokesman for Columbia Pictures said there have been "internal discussions about the sale of these films." But, he added, no decision has been made.

Mr. Kenin's letter stated there is a basic agreement between AFM and Columbia, which obligates the motion picture company to receive the Federation's written consent before Columbia can sell the music sound tracks of all pictures produced between 1948 and Feb. 19, 1958. The letter added the Federation assumes that "appropriate negotiations" will be instituted prior to sale of the films to tv.

AFM's basic agreement with Columbia Pictures is identical to that in force for the same 10-year period with other major motion picture producers. AFM was the sole talent union to effect an agreement covering pre-1948 theatrical film. It specifies that 5% of the gross sale of films be allocated to the Music Performance Trust Fund.

NTA, directors guild sign pact on 'Play'

NTA Productions Inc., New York and the Directors Guild of America last week reached an interim agreement covering *The Play of the Week* taped series.

Though the agreement runs only through Dec. 31, 1960, when the situation will be restudied, NTA Productions said that the interim contract "recognizes the difference between the basic problems facing syndicated programming and programs produced for initial network exhibition." The guild has committed itself to negotiate a separate agreement, after the conclusion of the present contract at the end of this year, with tv syndicators in production and programming that does not receive network exposure.

DGA had ordered a strike against NTA Productions more than two months ago. The agreement was effected through Commissioner J.R. Mandelbaum of the Federal Mediation Service.

The contract provides that directors employed on *The Play of the Week* syndicated series will receive the minimum network scale—$2,660. The payment, however, will be on a deferred basis—$1,000 upon completion of the assignment and $1,600 in rerun fees by the end of three years.

BMI's Pulitzers

Broadcast Music Inc. could point with pride last week to a clean sweep of 1959 Pulitzer Prizes involving music. BMI-affiliated composers honored were Jerry Bock and Sheldon Harnick, composer and lyricist respectively for "Fiorello!" (drama award) and Elliott Carter, who won the Pulitzer Prize in music for his "Second String Quartet." Mr. Carter is the fifth BMI-affiliated composer to win the award. Other such winners were William Schuman in 1943; Charles Ives in 1947; Walter Piston in 1948 and Quincy Porter in 1954.

ITC, 20th Century enter new agreement

Independent Television Corp. and 20th Century Fox-Tv last week entered a production agreement for a minimum of two new half-hour series for the 1961-62 season. ITC also has co-production pacts with overseas organizations, such as with the Rank Organization for *Interpol Calling* (now in U.S. syndication).

ITC's Michael Nidorf, board chairman, and Walter Kingsley, president, described the new agreement as the first in the U.S. ITC is owned by Associated Television Ltd.

In an interview last week, Mr. Kingsley explained the production calls for at least two pilots to be produced by 20th Century, which has produced programming for the networks. (ITC is in negotiation with CBS-TV for the scheduling in the fall of *Danger Man,* a planned overseas production.)

The importance of the ITC move: the first production agreement in the U.S. for product aimed for tv consumption in this country but by a company that is solely owned by a British firm.

Mr. Kingsley, who reported to ITC's board on plans being formed in "firming our position in the market," said ITC plans to release at least two new series for syndication this fall and a first-quarter sales increase of $800,000 over the same period in 1959. ITC also has sold pilots for an anthology to be placed in the *Hennessy* time period during the summer (CBS-TV, Monday, 10-10:30 p.m.) under sponsorship of General Foods and P. Lorillard.

ITC via ATV also has slated the production of five specials for CBS-TV to be taped in Europe. (Already set are Ingrid Bergman starring in "Four and Twenty Hours in a Woman's Life" and an Orson Welles version of "Julius Caesar.)

Writers reject terms, continue their strike

The writers' strike is still on.

Following a divided vote on April 28, when the tv-radio members of Writers Guild of America West rejected the terms offered by the Alliance of Television Film Producers while WGA East approved them, councils of the East and West met last Wednesday (May 4) to work out the difference. They voted 29 to one to uphold the WGAW stand, with two council members abstaining. Also rejected was the offer of the tv networks for their filmed program activities.

The ATFP offer was that originally presented by Four Star Television (BROADCASTING, May 2). Its basic terms include a 10% increase in minimum scale for the first two years and an additional 5% for the final two years of the proposed four-year contract. The networks offered 10% plus 1%. Both offers contain a 5% pension plan fund, but the networks would limit the percentage to minimum while the ATFP offer would base it on actual salary up to twice the minimum.

Both ATFP and the networks agreed to recognize the right of writers to share in proceeds from the sale of tv films for broadcasting abroad. The network offer is to consider a foreign run the same as a domestic rerun. The ATFP plan is to name a study committee whose conclusions would become part of the negotiations for the contract to succeed the one now being offered. The WGA rejection of the ATFP offer is reportedly based on a demand for an immediate payment of 2% of the producers' gross from foreign release of the films.

The screen writers branch of WGAW is also still on strike, with the writers refusing to accept the position of the producers that pay tv is merely an extension of the theatrical box-office and so not a new use of theatrical films.

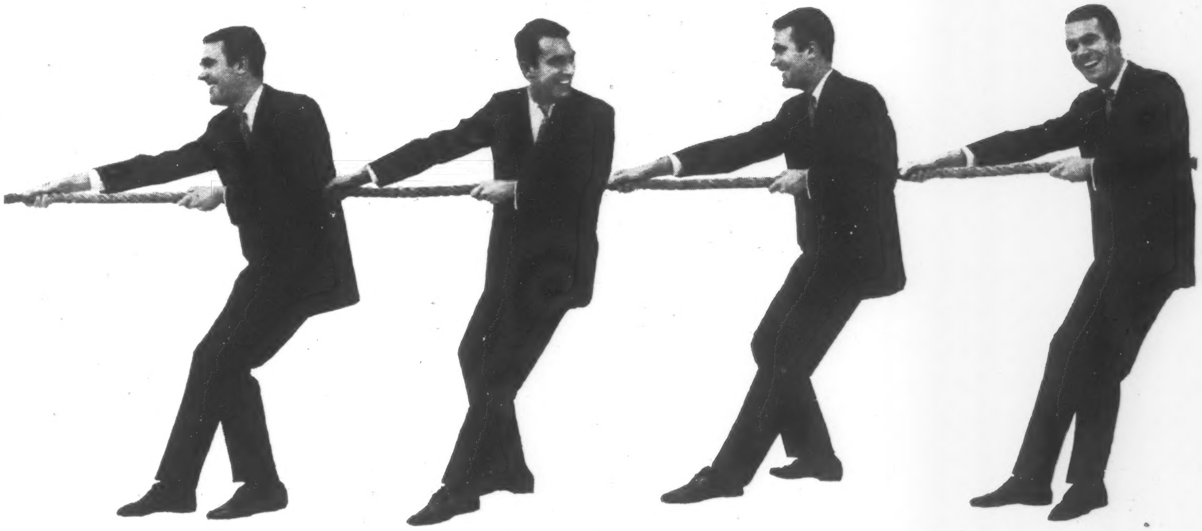
Both WGA strikes went into effect Jan. 16.

■ Film sales

Chatter's World (Sterling)

[First listing]

Sold to CKLW-TV Windsor-Detroit; WBKB (TV) Chicago; KTTV (TV) Los Angeles; WHDM-TV Boston; WTTV (TV) Indianapolis; WBAY-TV



SALES STRENGTH? ADD THE "PULL" OF WESTERN UNION TELEGRAM-PLUS SERVICE!

Your product sample, booklet . . . whatever you want to promote . . . is delivered to everyone on your list together with an interest-compelling telegram. That's the double impact of Western Union Telegram-Plus Service. All you have to do is supply the message, list and material.

Wire us collect for complete details. Address: Western Union, Special Service Div., Dept. 3-B, New York, N. Y.

WESTERN UNION

SPECIAL SERVICES

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 9-13, 16-18 (6:30-7 a.m.) **Continental Classroom.**

May 9-13, 16-18, (11-11:30 a.m.) **Price Is Right**, participating sponsors.

May 9-13, 16-18 (12:30-1 p.m.) **It Could Be you**, participating sponsors.

May 9 (10-11 p.m.) **Another Evening With Fred Astaire**, Chrysler through Leo Burnett.

May 10, 17 (8:30-9:30 p.m.) **Ford Startime**, Ford through J. Walter Thompson.

May 10, 17 (9:30-10 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

May 11, 18 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

May 11, 18 (9-10 p.m.) **The Perry Como Kraft Music Hall**, Kraft through J. Walter Thompson.

May 12, 19 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

May 13 (8:30-9:30 p.m.) **Roughing It**, Breck through Reach, McClinton.

May 13, 20 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

May 13 (10-11 p.m.) **The Pontiac Star Parade**, Pontiac through McManus, John and Adams.

May 14 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

May 14 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

May 14 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

May 15 (8-9 p.m.) **Music On Ice**, sustaining.

May 15 (9-10 p.m.) **The Dinah Shore Chevy Show**, Chevrolet through J. Walter Thompson.

Green Bay, Wis., and WSJV (TV) South Bend, Ind.

Background: Chatter the chimp, appearing as a different character in each program, stars in this new five-minute children's show just released by Sterling Television Corp., New York. A total of 150 individual shows are available for immediate delivery.

Almanac (Official Films)

Sold to KSD-TV St. Louis; WKOW-TV Madison, Wis.; KTEN (TV) Ada, Okla.; WNEM-TV Bay City, Mich., and WTVT (TV) Tampa, Fla.

Now in **58** markets.

High Adventure (N.R.B. Assoc.)

Sold to Germany, Japan and Australia, marking first foreign sales of the Lowell Thomas series currently on ABC-TV.

Medicine 1960 (Screen Gems)

Sold to Associated Hospital Service (Blue Cross) for six South Carolina markets.

Now in **45** markets.

Annual IERT awards

TELEVISION AWARDS

Special Interest Programs: Group I, national "Candid Eye," National Film Board of Canada and Canadian Broadcasting Corp. (CBC), first; "Upjohn Grand Rounds," Medical Radio & Tv Institute, honorable mention. Group II, regional-local—No first award; "Electricity at Work," Michigan State U. and WSMB-TV, honorable mention.

Cultural Programs: Group 1, national—"Leonard Bernstein and New York Philharmonic," Robert Saudek Assoc. and CBS, first; "CBC Folio," CBC, honorable mention. Group II, regional-local—"Laughter's a Funny Business," WGBH-TV Boston, first; "Science in Action," California Academy of Science and KRON-TV San Francisco, honorable mention.

Personal and Social Problems: Group I, national—"The Lost Class of '59" CBS News, first; "Hoffa and the Teamsters," CBS News, honorable mention. Group II. regional-local—"Tabloid," CBC regional, first; "Man 1959, an Appraisal," KPIX (TV) San Francisco, honorable mention.

Public Affairs: Group I, national—"CBS Reports," CBS News, first; "Twentieth Century Revolutions," U. of Denver Social Science Foundation, KRMA-TV Denver and National Educational Tv & Radio Center, honorable mention. Group II, regional-local: "Seattle Reports," KING-TV Seattle, first; "Project: New York," WRCA-TV New York, honorable mention.

One-time Broadcasts: Group I, national—"Where Will They Go?" CBC, first; "The Splendid American," ABC-TV, honorable mention. Group II, regional-local: "Harlem, a Self Portrait," WCBS-TV New York, first; "A Sound Life," WSB-TV Atlanta, honorable mention; "Hell Flower," KNXT (TV) Los Anegles, special citation.

Systematic Instruction, Adult and College Levels: Group I, national—"Continental Classroom-Modern Chemistry," NBC, first; "Logic of Life," CBC, honorable mention. Group II, regional-local—"Live and Learn-French", CBC, first; "Man the Maker," U. of Michigan, honorable mention.

Children and Youth (out-of-school viewing): Group I, national—"New York Philharmonic Young People's Concerts," CBS, first; "Friendly Giant," CBC, honorable mention. Group II, regional-local—"American Musical Theatre," WCBS-TV New York, first; "Fun at One," New York State Regents Project, New York City Board of Education and Baldwin Public Schools, honorable mention.

School Telecasts (for classroom use): Group I, national—No awards. Group II, regional-local—"Biology, Grade 9," Cincinnati Public Schools and WCET (TV), first; "Elementary Science," WQED (TV) Pittsburgh, and "Exploring Nature," National Science Tv Project-WGBH-TV Boston, honorable mention.

Ok contract

National membership of the Screen Actors Guild by a more than 96% majority has voted to approve the new contract between SAG and the Assn. of Motion Picture Producers (BROADCASTING, April 11).

RADIO AWARDS

Special Interest Programs: Group I, national—"Summerfallow," CBC first; "Africa Today," NBC, honorable mention. Group II, regional—"Operation Medico," KMOX St. Louis, first; "Church at Work," CBC Pacific Network, honorable mention. Group III, local—no award.

Cultural Programs: Group I, national—"CBC Wednesday Night Drama," CBC, first; "United Nations Day Concert," UN Radio and NBC, honorable mention. Group II, regional—"Parallel," WRCA-AM-FM New York and Columbia U. Center for Mass Communication, first; "This Is Folk Song," WBBM Chicago and Roosevelt U., honorable mention. Group III, local—"Behind the Scenes in Music," National Orchestral Assn. and WNYC New York, first; "Leisure Living Lectures," Duquesne U.-WDUQ, Pittsburgh, honorable mention.

Personal and Social Problems: Group I, National—"NBC Image Series, Image Minorities," NBC Radio, first; "Around the World," UN Radio and Mutual network, honorable mention. Group II, regional—"This Is New York," WCBS New York, first; "A Question of Age", WBBM Chicago and cooperating groups, honorable mention. Group III, local—No awards.

Public Affairs Program: Group I, national—"Capitol Cloakroom," CBS News, first; "The World Today-The Frantic Fifties," Mutual network, honorable mention; "Citizens' Forum," CBS and Canadian Assn. for Adult Education, special award. Group II, regional: "Justice," WMCA New York, first; "Open Letters to Nikita Khruschchev," WNYC New York, honorable mention. Group III, local—"Retrospect," KUOW, U. of Washington, Seattle, first; no honorable mention.

One-Time Broadcasts: Group I, national—"Royal Composers," CBC, first; "Blitzkrieg," CBS News, honorable mention. Group II regional—"They Kill for Kicks," WCBS New York, first; "Pornography, the Business of Evil," WBZ Boston, honorable mention. Group III, local—"Greenwich Village and the Beatniks," WNYC New York, first; no honorable mention.

Programs for Primary Grades: Group I, national—No entries. Group II, regional—"Take Care," British Columbia Dept. of Education and CBC, first; "Junior School Music," Atlantic School Broadcasts and CBC, honorable mention. Group III, local—No first award; "Wunzaponah Time," special holiday series, U. of Texas, Austin Junior League and KUT-FM Austin, honorable mention.

Programs for Intermediate Grades: Group I, national—"Going My Way," National Advisory Council on School Broadcasting and CBC, first; "Commonwealth Roundup," same, honorable mention. Group II, regional—"Laws for Liberty," British Columbia Dept. of Education and CBC; "Fun in Science," Minneapolis Public Schools and KTIS Minneapolis. Group III, local—"Tales to Tell," KUSD Vermillion, S. D. and U. of South Dakota, first; no honorable mention.

Junior and Senior High School Programs: Group I, national—"Music in the Making," National Advisory Council on School Broadcasts and CBC, first; no honorable mention. Group II, regional—"History Highlights," WBAA Purdue U., first; "Heroes in Science," WBBM Chicago and DePaul U., honorable mention. Group III, local—"It's Your World," WFIU Indiana U., first; "Show of Courage," WBGO-FM Newark (New Jersey Board of Education), honorable mention.

1

United Press International news produces!

Program shorts

Marching through Ga. ■ WSB Atlanta has received the $1,000 top prize in a contest jointly sponsored by the American Assn. for State and Local History and BMI for its historical program on the Battle of Atlanta. The program, observing the 95th anniversary of the Civil War battle, was produced by Tommy Thompson and Carolyn Clark under the direction of WSB Program Manager Elmo Ellis. Diaries and letters were borrowed from the Atlanta Historical Society and widows or relatives of veterans were interviewed.

Korean special ■ WBZ-TV Boston has dispatched a reporter-cameraman team to the Far East to gather material for a special documentary on the 10th anniversary of the outbreak of the Korean War. Newsman Mel Bernstein and film producer Phil Galligan are spending two weeks in the Seoul area and the "no-man's land" between North and South Korea.

Plans include interviews with Korean citizens and political figures.

The material will be used in a 30- or 60-minute documentary titled *Bowl of Darkness* on WBZ-TV during the week of June 24.

Thoughts on food ■ WICH Norwich, Conn., is offering for nationwide radio syndication Janice Hall's *Food Features*. The weekly series of twelve 30-second taped spots is geared for sale to supermarkets or food accounts, according to the station. The program package includes merchandising aids. This is the third series offered by WICH, the other two being Otto Graham's football predictions and Lee Gray's income-tax tips.

Distributor ■ Durham Telefilms Inc., N.Y., has been appointed distributor of a five-minute tv film series, *Capsule Mysteries,* by Charles Michelson Inc., N.Y. Sales will be handled by David A. Bader, Durham president.

INTERNATIONAL

TIME TO WEED OUT SUSPICION

Ad future faces need for creativity, Cone tells Canadian ad convention

Advertising in the future faces the need of becoming "more creative" rather than "simply declarative," Fairfax M. Cone, chairman of Foote, Cone & Belding's executive committee, told the Assn. of Canadian Advertisers Convention last week.

Conditions are changing because of the shift from a period of mass economic development to that of "great individual development within our upgraded society," he asserted.

The ACA sessions in Toronto, May 2-4, also heard:

- Frederic R. Gamble, president of the American Assn. of Advertising Agencies, underscore the importance of the agency commission system while emphasizing the invaluable part the agency plays in selling the advertiser's product;
- Norman E. Cash, president, Television Bureau of Advertising, remind those concerned about tv's "morality" that the medium is a mirror reflecting the wants of people as well as the people themselves.

Discussing advertising's critics, Mr. Cone stated: "The creativity we are talking about must not be suspect. It has been my contention for a number of years that advertising is rarely suspected by anyone not looking for trouble. An alert, smart public is a match for any crooked advertiser who ever tried a shenanigan. But this is too plain a fact to be understood by the advertising viewers without alarm, and ever since Vance Packard discovered the hidden persuaders they have been convinced that to be creative in advertising is to carry on undeclared war on a defenseless public. This, of course, is only yellow journalistic nonsense in hard covers at four dollars a copy, or ten cents a day at the lending libraries. Nevertheless, the suspicion has been planted and watered and lovingly cultivated."

Advertising will have to exercise all its ability to "weed out" such suspicions so that creativity "can flourish in decency and honor and service in our time," Mr. Cone said.

Future radio, tv and other advertising are due to become a "good deal more thoughtful . . . and much more selective," with the measure of creativity as the key to success in any media, he felt.

Advertising Boom ■ In his talk, Mr. Gamble said that with "stimulation by agencies, we have had the greatest economic growth in the world and our people now have the highest standards of living."

He added that the principle of media allowing commissions to agencies is "probably the most important single thing in the advertising business . . . the main reason why Canadian and American advertisers have available to

SPECIFY

RCA
full frequency
magnetic recording
sound tape
high fidelity, high output
FOR PROFESSIONAL USE

RCA SOUND TAPE

to guard against drop-outs, tape breakage

Designed specifically for critical broadcast recording applications, RCA Sound Tape features essentially flat response throughout the entire audio frequency spectrum, uniformity of output from reel to reel, and high tensile strength. Recognized dependability of RCA Sound Tape minimizes worry over drop-outs, distortion, tape breakage, and the loss of air time.

Splice-free Mylar* base tapes are available in 2400, 3600, and 4800 foot lengths, and splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, on hub or reel. Call your local RCA Distributor today for a comprehensive list of superior quality, dependable RCA Sound Tape.

*DuPont Registered Trademark

RCA® RADIO CORPORATION OF AMERICA

Electron Tube Division • Harrison, N.J.

Another Way RCA Serves Broadcasters through Electronics

them some of the most highly-developed advertising agencies in the world."

Abroad in brief

British films ■ Atlas Telefilm Ltd., Toronto, Ont., has acquired more than 100 British feature films produced by Ealing Studios in London. The demand for British films is expected to increase in Canada as British and French films will count on the Canadian content quota required by the Board of Broadcast Governors regulations starting May 1, 1961. At that time Canadian television stations must air 45% Canadian content programs during evening hours. British and French films or taped tv shows will count towards this percentage as if they were Canadian-produced shows. By May 1, 1962, the Canadian content of programs must by 55%

San Jose Sign-On ■ Televisora de Costa Rica was scheduled to broadcast Costa Rica's first television signal Friday (May 6), it was announced by principals Rene Picado and Carlos M. Reyes of TCR and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres. AB-PT has a minority interest in the station and 51% interest in the Central American Television Network, with which the new outlet is affiliated. For the opening of its first station venture in Latin America, AP-PT sent a delegation led by Mr. Goldenson. John H. Mitchell, manager of CATVN, also was there.

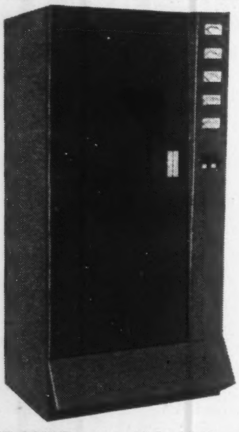
Construction started ■ CJAY-TV Winnipeg, Man., new ch. 7 station, has begun construction of its studios and transmitter building at Polo Park, Winnipeg, near the Winnipeg Arena. Attending the start of construction were CJAY-TV President R.S. Misener; Jack Davidson, general manager; T.O. Petersen, treasurer; Stewart MacPherson, program director, and directors R.G. Couture, CKSB St. Boniface, Man., and W.E. Kroeker, CFAM Altona, Man. CJAY-TV has appointed Stovin-Byles Ltd., Toronto, as representatives in Canada, Weed & Co. in U.S.

EQUIPMENT & ENGINEERING

DOMESTIC, FOREIGN GEAR SHINE

Japanese vtr, U.S. thermoplastic recording displayed at SMPTE

A new type of video tape recorder that uses only a single head instead of the four used in present systems was described at the 87th semiannual convention of the Society of Motion Picture and Television Engineers in Los Angeles last week. The one-head vtr machine was explained by Dr. Norikazu Sawazaki of the Tokyo Shibaura Electric Co. (Toshiba).



GATES BC-1T

The Recognized Leader in 1 KW AM Transmitters

★ A NEW SOUND—true high fidelity ★ COMPLETE WITH DUMMY ANTENNA—an engineer's dream ★ LONG TUBE LIFE—proven 833A's add thousands of hours ★ ACCEPTANCE—largest selling 1 KW manufactured today ★ SPECIAL MODEL FOR CLASS IV STATIONS—flip the switch for change in power ★ IN STOCK FOR PROMPT DELIVERY—factory tested to your frequency

HARRIS
INTERTYPE
CORPORATION

GATES RADIO COMPANY
Subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS

With a registration of more than 1,000, the meeting was SMPTE's largest spring convention since 1953 (time of the introduction of the large screen in theatrical motion picture exhibition). The amount of exhibit space was the largest in SMPTE history.

The Toshiba recorder was invented in the firm's Matsuda Research Lab., in 1954, a year after research on it commenced, Dr. Sawazaki reported. The first experimental model was completed in 1958 and the prototype system presented to the Japanese public in September 1959. It is now ready to go into production and should be available in the United States by fall, he said, although no arrangements for distribution here have been made. The model has not yet been priced, but with only one head it will presumably be less expensive than the conventional four-head recorders.

In place of the 16 vertical lines per field recorded by the U.S. recorders, the Tobisha system records only one video track per field as a diagonal line across the tape, which runs in a helical loop around a cylinder. This cylinder is divided into two parts, an upper and a lower, with the rotating head disc mounted between the two. The head rotates at high speed, but the tape is fed at a lower speed, 15 inches per second, the same as that of the conventional four-head recording process. To reduce wear on the tape, the cylinder surface is pierced with many small holes, through which compressed air flows, the tape sliding in the air film.

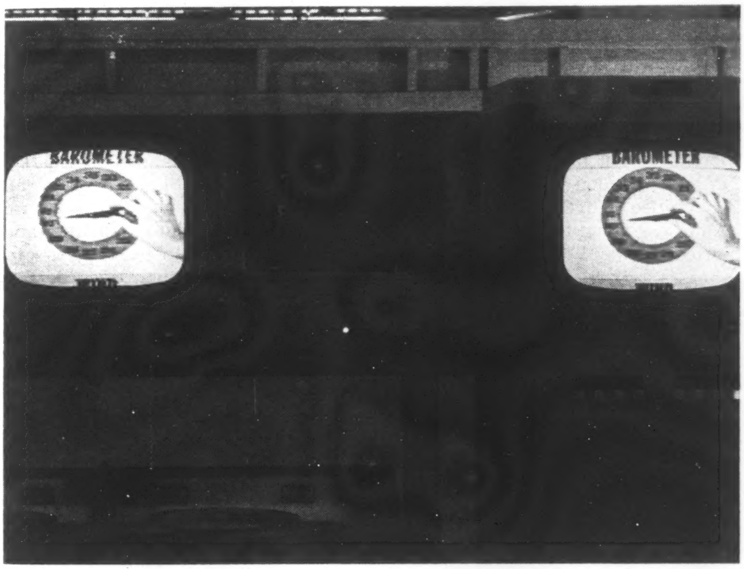
The Details ■ As in the American system, a two-inch tape is used. The Toshiba video track is 26.5 inches long and 1/100th of an inch wide. The tracks are evenly spaced at the normal pitch of 18.9 mils. The audio and control tracks are recorded along the upper and lower edges of the tape, overlapping on the video tracks.

With its tape speed of 15 inches per second, the Toshiba unit records 64 minutes of programming on a 12.5-inch reel (4,800 feet), with a rewind time of approximately four minutes. As in the U.S. system, fm is used for sound.

With only one head, the Toshiba recorder requires no special technique in handling; its operation is simple; it does not present the problems of "skewing," "scalloping" or the "Venetian blind" effect created by a faulty alignment of the heads in the four-head system, Dr. Sawazaki said.

Additional advantages, he said are: simplified apparatus, greatly decreased drop out, ability to monitor the recording condition at the recording mode by the monitor head and ability to reproduce the picture at any condition of tape speed (fast forward, slow forward, rewinding or stopped), which he said greatly facilitates splicing. A most important feature is the system's ability to record color video signals on the NTSC standards without modification or need to switch the head in the middle of a picture, he declared.

Thermoplastic Recording ■ The potential applications of thermoplastic recording to motion pictures are receiving careful consideration in the General Electric development program of this new recording process, its inventor, Dr. William E. Glenn, told the Thurs-



Ampex' Autotec ■ Ampex introduced a new device, Autotec, that automatically eliminates geometrical distortion in tv tape recordings at the SMPTE convention. Picture on the monitor screen at left, is coming direct from a tape recording in which distortion has been induced. The monitor at right shows what happens after the distortion has been eliminated by the new Ampex Autotec machine.

day evening SMPTE session.

"Such features as immediate processing, direct viewing, projection and reusability appear to offer real advantages in motion picture applications," Dr. Glenn commented. He described the system (BROADCASTING, Jan. 18) as combining the processing speed and much of the versatility of magnetic recording and as having the storage capacity of photography.

Neither tpr, which is still under development in the GE research lab in Schenectady, N.Y., nor the Toshiba single-head vtr machine was demonstrated to the motion picture and tv engineers.

They did get to see, however, a device that automatically eliminates geometrical distortion in taped reproductions of tv broadcasts, which was unveiled by Ampex in its exhibit at the convention.

Ampex' Time Compensator ■ The new corrector, named Autotec for its function as automatic time element compensator, was developed by Charles H. Coleman, a CBS television engineer, to work with the Ampex recorders. As explained and demonstrated by Ampex engineers, the device measures the arrival time of successive picture lines and automatically inserts or removes time delay as needed to transmit all picture elements in perfect alignment. Long vertical objects need no longer be even slightly distorted nor crawl titles wavy with Autotec, the engineers said. They added that the device gives recorded tapes the same degree of intersplicability as motion picture film.

"Until now, interspliceability has been somewhat touchy because it is difficult to insure that two pieces of tape are recorded with precisely the same settings of tip penetrations and guide height," Neal K. McNaughten, manager of Ampex Professional Products Co., pointed out. "But with the Autotec unit, the only requirement for successful interspliceability is the proper location of the edit pulse and proper cutting of the tape."

No price has been placed on the Autotec, which Ampex plans first to produce as prototype units and ultimately under full scale production for use with the more than 600 Ampex vtr recorders now in operation. It will be offered as an accessory to purchasers of new recorders.

Ampex also had on exhibition at SMPTE its new console recorder, VR-1000C, and its first compact model, VR-1001A, as well as its Inter-Sync device and the Conrac picture-freezer memory tube, all of which had been on display at the NAB convention in Chicago (BROADCASTING, April 11).

The Ampex VR-1000C was described by Joseph N. Roisen, manager of application engineering for the company, in a paper delivered Thursday evening. At the same session, Bob Day of Ampex Professional Products Co. reported on the inter-sync, Autotec and picture-freezing devices.

Complete Package ■ The "complete equipment package" concept was featured by RCA in its SMPTE exhibit, which included the new "big-eye" TK-12 camera (BROADCASTING, April 11) tape recorder, switcher and special effects machine.

Pointing out that RCA is the only supplier of tv tape production equipment offering a complete, unified system design from microphones and cameras to the transmission system, C.H. Colledge, general manager, RCA's broadcast and television equipment division, said that this systems approach "enables our engineers to custom design a unified system to meet the individual needs of the studio or independent producer."

Applied to mobile tv recording units, the systems concept enables a producer to "move to location and turn out a finished program or commercial, ready for viewing, without returning to home base," according to Adron M. Miller, manager of RCA's film recording and television systems center in Hollywood. He cited as an example the two-truck mobile system RCA is readying for delivery to Glenn-Armistead Inc.-Television of Hollywood. One truck will carry three color and three monochrome cameras, plus switching and

NEW SOUND OF THE 60's
IN COLUMBUS

THE NEW
WCOL

THE CAPITAL STATION
COLUMBUS 15, OHIO

In Columbus, most folks listen to WCOL. In Columbus, most advertisers *sell* on WCOL. Family programming . . . rigidly enforced single spotting that "showcases" your sales message . . . all pre-taped production for flawless delivery. These are the factors that make the NEW WCOL your most powerful sales force in Central Ohio.

24-hours-a-day broadcasting
1230 AM 92.3 FM

represented by: robert e. eastman & co., inc.

special effects equipment and audio facilities. The other will house color tv tape recorders, a film system for either 16mm or 35mm motion picture film and 35mm slides.

The RCA tv tape recorder, equipped with air-floated bearings and an electronic quadrature head adjustment to correct any errors in alignment; transistorized switching equipment, said to provide "the cleanest possible switching, equivalent to a good interframe splice in motion picture film," and an accompanying array of printed circuit cards for producing a variety of 154 special effects by push button selection were also displayed.

A paper prepared by RCA engineers S.L. Bendell and H.N. Kozandowski for presentation Friday afternoon described the new concepts embodied in RCA's new 4½-inch camera. At the same session, which concluded the five-day convention, Cyril F.H. Teed, Marconi Wireless Telegraph Co., Chelmsford, England, described the operational aspects of the Marconi Mark IV camera which Ampex is distributing in the U.S.

New Films ■ Night sports and other events too dimly lighted for coverage by anything but black-and-white film can now be covered in color with two new reversal motion picture films—Eastman Ektachrome ER Types 7257 and 7258, which were described in a paper by N.H. Groet, T.J. Murray and C.E. Osborne of Eastman's research labs. Coincidentally, Eastman announced a new reversal print film, Ektachrome, that can be developed in the same process as the new camera films, providing more convenience to producers.

A new high-speed film, Double-X Panchromatic, offers economy in production by permitting more set-ups to be filmed in a given day and enables photographers to capture shots of faster action than was formerly possible, F.W. Spangler of Eastman Kodak said in a paper with H.R. Beilfuss as co-author.

Color vtr standards

Standards for Recording colorcasts on video tape will have to be separate from those for monochrome broadcasts, at least for carrier deviation, in the opinion of the SMPTE Video Tape Recording Committee, Charles E. Anderson of Ampex, committee chairman, reported to the Los Angeles convention.

No further action will be taken on color standards for the present, he said, in the hope that the manufacturers and users of color tapes can work together in presenting standards suggestions to the committee.

Work on a proposed standard for de-emphasis for use on monochrome tape recorders has also been held up, Mr. Anderson said. This time the delay is caused by the hope that a single standard can be set to cover color as well as black-and-white programming. The committee urged manufacturers to exchange tapes and technical information to expedite standard setting.

The committee has drafted a proposal to set specific physical relationships between the rotating video heads and the vacuum guide to permit tapes to be played without distortion on machines or heads different from the ones on which they were recorded. Manufacturers are asked to incorporate direct measurement techniques into standard tapes to be distributed to broadcasters for use in adjusting their recorders to reduce distortion in pictures reproduced from the tapes.

A proposal covering modulation levels for monochrome two-inch tv magnetic tape will be presented as a recommended practice rather than as a standard. Committee members will be asked to vote on a proposed standard for a control track record. A revised proposal on dimensions for tape reels will be ready for submission to the SMPTE standards committee by July.

George Nixon of NBC has been made chairman of a new committee whose function is to suggest changes in the proposed specifications for monochrome tv tape leaders as published last fall.

The new film combines the speed of Tri-X with the quality of Plus-X, Mr. Spangler said. It offers more available lighting, which actors should enjoy, he commented, "for it will improve working conditions by cutting down the heat created by large and numerous lights."

Simple Sound Process ■ A new simple process for adding synchronous sound to motion pictures that should be of special interest to tv newsmen was described by Loren L. Ryder, president of Ryder Sound Services. In the development, a generator smaller than a package of cigarettes is used with the camera to create a synchronizing signal which is transmitted and recorded on the same tape as the audio signal. In reproduction, the synchronizing signal is amplified and transmitted through a new device called a "resynchronizer" for use to drive the projector in synchronization with the sound. The sound quality is as good as the quality of the recorder. The picture quality is as good as that of the camera and the skill of the cameraman. The process merely makes it simpler to combine the two, Mr. Ryder reported.

Improved Method ■ John D. Silva, chief engineer, Paramount Television productions (KTLA [TV] Los Angeles), described an improved method of adding music and sound effects to video taped programs which KTLA plans to put into effect next fall. This involves use of a multi-channel audio tape recorder, utilizing two-inch tape which will record regular audio, cue and control track channels simultaneously with their recording on videotape. It will also have facilities for recording up to eight separate tracks of additional audio information in synchronization with the original audio program track.

This double system recording technique, Mr. Silva said, provides two advantages over the usual process of using two or more video tape machines recording from one to another: one less generation of sound on the finished master and complete editing freedom without interfering with the program sound.

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to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

Technical Topics

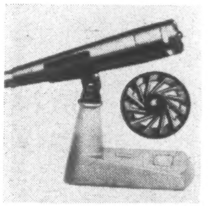
Along established lines ■ Blonder-Tongue Labs, Newark, N.J., has developed a pay television system for use in connection with established community tv systems. The wire plan can be put into effect for around $30 per set, using existing antenna and lines, and is adaptable at higher cost where there are none. Blonder-Tongue makes closed-circuit cameras, signal amplifiers, uhf converters, radio sets and is developing a broadcast pay tv system, "Bi-Tran," using a coded signal.

20% increase ■ William T. Hack, president of Audio Devices Inc., N.Y., predicted total sales of $7 million for 1960, more than 20% over the 1959 figure, at the annual stockholders meeting. This would result in earnings of approximately 65 cents per share after taxes. Sales increases were attributed in part to the growing market for magnetic tape for both home and industry.

Film processing gear ■ Filmline Corp., Milford, Conn., offers a new line of automatic machines for the processing of 8mm, 16mm and 35mm Kodachrome film. Among the models featured: model 16KC26, designed to process 8mm/16mm film at a speed of 26 feet per minute ($34,850); model 35KC13, designed to process 35mm Kodachrome at a speed of 13 feet a minute ($35,925).

Limited basis ■ The RCA developmental nuvistor small-signal tetrode has been made available, on a limited sampling basis, to electronic equipment manufacturers. The nuvistor tetrode is one third the size of the conventional radio-frequency amplifier tetrodes, and consumes approximately one half as much heater power.

High-powered eraser ■ DataTape Div. of Consolidated Electrodynamics Corp., Pasadena, Calif., has introduced a degausser for all magnetic tapes, including tv tapes to two inches wide. The 5-055A degausser automatically erases signals from magnetic tape on reels. Tape recorded to saturation is erased to at least 50 db below normal record level. The degausser weighs approximately 80 pounds and is 15 inches high by 16 inches wide by 22 inches deep.



Modern mikes ■ Three new models of microphones have been put on the market by Altec Lansing Corp., Anaheim, Calif. These mikes feature slim-profile styling with a tapered tubular-shape housing. A complete new line of finishes is available to provide color harmony. The model numbers are 681A, 682A and 683A (left). All models are of the moving coil dynamic types, with 681A and 682A featuring omnidirectional polar patterns and 683A being of the cardiod polar pattern type. They are impervious to blast and shock and contain a method of impedance selection accomplished in the microphone plug rather than internally, as in most present designs.

RCA BOASTS RECORD EARNINGS

Burns predicts entry into data processing will double company size in next 10 years

Radio Corp. of America's move into the field of electronic data processing systems "can double the size of RCA within the next decade," according to President John L. Burns.

Speaking to more than 1,600 stockholders at the company's 41st annual meeting in New York last week, Mr. Burns also reported first-quarter sales and earnings for RCA and a standout period ahead for its wholly-owned affiliate, NBC.

The meeting was uneventful though at points skilled production techniques lent added color (see sidebar). Conspicuously silent were Barney Young, a music publisher, and Gloria Parker, performer-songwriter, who had kept a CBS stockholders meeting two weeks before in a continual state of high excitement (BROADCASTING, April 25).

Highlights of the RCA meeting:

■ NBC Board Chairman Robert W. Sarnoff, called upon by a shareholder to report on quiz-payola, described the past six to eight months as "one of the most trying periods that the broadcasting industry has ever gone through, probably *the* most trying" (see media story, page 76).

■ Mr. Burns reported first quarter 1960 sales at $361.2 million and net profit after taxes of $13 million as against $321.8 million in sales and $12.9 million in net profit first quarter '59. Earnings per common share were 85 cents compared with 88 cents in 1959's period. Overall profit which were up a bit, were not reflected in earnings per share because of an increased number of shares, Mr. Burns explained.

■ Given particular attention: RCA's

A client deserves the finest in any business. At WSLS-TV in Roanoke a client gets the best...a selling job! 448,000 TV sets to prove it! Not enough room in this ad for details. Call Blair Television Associates..............

10

WSLS-TV ROANOKE, VIRGINIA

ATTENTION
STATION MANAGERS

SAVE MONEY with MAGNE-TRONICS' TAPED programs for AUTOMATIC BROADCASTING

MAKE MONEY with MAGNE-TRONICS' BACKGROUND MUSIC for FM multiplex stations

for complete details write to

MAGNE-TRONICS, INC.
Dept. H. 49 W. 45th St., N.Y. 36, N.Y.

move into the field of electronic data processing systems, which Mr. Burns viewed as "a new industrial area which alone can double the size of RCA within the next decade." He said that in its first full-year effort in data processing, "we find ourselves ahead of our timetable in each area" and that because of its significant increases in all operating units except data processing RCA has been "able to meet the growing expenses associated with our new venture."

■ In discussing the record first quarter sales and earnings, Mr. Burns asserted the company relied upon resources of "the present RCA to build the equivalent of a second RCA, and we anticipate that the progress shown in the first quarter will continue throughout the year."

Brig. Gen. David Sarnoff, RCA's board chairman and chief executive officer, presided at the meeting. He kept the meeting under control and the order of business moving.

At times he was in a jovial, almost flippant mood: "You look strong enough to last" through more of the meeting, he jokingly told one stockholder who at the start of the session impatiently demanded the floor.

Mr. Burns' report contained these points summarizing RCA's diverse activities:

RCA'S SARNOFF (l) AND BURNS
"You look strong enough to last."

NBC Bullish ■ NBC had its best first quarter sales and earnings in its history. In advance sales for the fall season and in setting its program schedule, NBC-TV is two months ahead of last year. Emphasis was placed on the firm shape of the fall schedule substantial orders from major advertisers at an early date.

Color tv receivers' first quarter sales showed their greatest rise (up 40%) of any quarterly period in a six-year history. (Mr. Burns noted that the sale of one color set was equal in dollars to the sale of nearly three monochrome receivers.) RCA plans to double color television receiver production capacity at the Bloomington, Ind., plant.

Portable radio first quarter sales went up 72% over a year ago; black-and-white sets are up generally. The 17-inch portables gained a spectacular 115% over last year; stereophonic phonographs and records have been gaining increased favor, and Elvis Presley's first recording since his Army discharge has had one of the largest advance sales of all-time.

Nearly 100 RCA tv tape recorders have been delivered and an additional 85 are on order; broadcast equipment is selling well while industrial and automation devices are finding a receptive market.

Defense and Space ■ RCA has contributed to more than 200 defense and space projects including the Tiros weather satelite now orbiting the earth. The ballistic missile early warning system (long-range radar bases in the Far North) is proceeding on schedule with the first site (Thule, Greenland) to go into partial operation in the fall.

In citing RCA management, Mr. Burns reported the average age of the firm's executive vice presidents at 54, and of vice presidents, general managers and subsidiary company presidents at 49. A total of 86,000 persons make up the "RCA family."

RCA's sales in 1959 totaled an all-time high of nearly $1.4 billion, a 19% rise, while profits reached over $40.1 million (net after taxes), a 30% increase.

Directors Re-elected ■ Re-elected for a new three-year term on the board were these five directors: Mr. Burns, Robert W. Sarnoff, Frank Folsom (chairman of the executive committee), Charles B. Jolliffe (vice president and technical director) and Harry C. Hagerty (executive with Metropolitan Life Insurance Co.).

Stockholders approved management-proposed amendments to RCA's stock option plan including one that makes an additional 300,000 shares of the company's common stock available for option to key executives. A minority stockholder resolution restricting the stock option plan and another to provide for election of directors by cumulative voting were defeated as recommended by management.

RADIO CORPORATION OF AMERICA AND CONSOLIDATED SUBSIDIARIES
STATEMENT OF INCOME FOR THE QUARTER ENDED MARCH 31

	1960 $	1959 $
Products and services sold	361,200,000	321,800,000
Cost of products and services sold and other operating costs	335,800,000	296,000,000
Profit before federal taxes on income	25,400,000	25,800,000
Federal taxes on income	12,400,000	12,900,000
Net profit for the quarter	13,000,000	12,900,000
Preferred dividend	800,000	800,000
Balance for common stock	12,200,000	12,100,000
Earnings per share of common stock*	.85	.88
*Computed on average number of shares	14,344,000 Shs.	13,855,000 Shs.

DID YOU SEE CRC AT THE CONVENTION?

Commercial Recording Corporation

P. O. Box 6726, 3104 Maple, Dallas 19, Texas
Phone RI 8-0037

Tom Merriman, president, Bob Farrar, vice president, Dick Morrison, vice president, gen. sales mgr.

FATES & FORTUNES

Broadcast Advertising

Charles A. Reincke, vp and treasurer of Reincke, Meyer & Finn, Chicago, elected president of agency, succeeding **Wallace Meyer,** who becomes board chairman.

Donald Waterman, general sales manager, Bob Dore Assoc., N.Y., promoted to executive vp.

Francis J. Malley and **Neal E. Tonks** named vps of Doremus & Co., advertising and pr firm. Mr. Malley formerly was manager of news operations and Mr. Neal in marketing and research.

Walter McNiff, western division director, Tv Bureau of Advertising, N.Y., elected vp.

Ben C. January, formerly radio-tv director at Taylor-Norsworthy Co., Dallas, joins Clarke, Dunagan & Huffhines, that city, as media director in charge of radio and tv.

Lloyd Gallary, head of traffic department, Fuller & Smith & Ross, N.Y., named supervisor. **Eleanora Malone** joins F&S&R as personnel manager.

Annette (Andy) Talbert, formerly with Benton & Bowles, N.Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as copy group head on Best Foods and Duffy-Mott accounts.

Richard M. Dunn, formerly assistant to vp, Compton Adv., N.Y., joins Wade Adv., Chicago, as director of broadcasting.

George F. Harrington, formerly with N.W. Ayer, Philadelphia, joins Morse International, N.Y., as assistant director, radio and tv production department.

Thomas F. Maschler and **Lawrence G. O'Neill** promoted to senior account executives and elected vps, Kenyon & Eckhardt, Chicago. Mr. Maschler, on RCA Whirlpool account, joined agency in 1956, from Earle Ludgin, there. Mr. O'Neill, Pabst account, was with BBDO until 1956.

George W. Schiele, sales, advertising manager of Magness Co., N.Y., elected vp, general sales manager, Broadcast Advertisers Reports, N.Y. **Josef B. Rosenberg** becomes vp and assistant to president.

John D. Berg, radio-tv director at George H. Hartman Co., N.Y., appointed vp in charge of New York office.

John S. Pingel, executive vp of Brooke, Smith, French Inc., named chairman of Michigan Council of AAAA. **Charles F. Adams,** executive vp of MacManus, John & Adams, elected vice chairman.

Cy Chaikin, president, Bennett-Chaikin Inc., elected president, New York chapter, American Marketing Assn. Other officers: **Robert M. Stelzer,** president of Student Marketing Institute, first vp. **Morton M. Vitriol,** market research manager, Hiram Walker Inc., second vp. **Carol A. Cruikshank,** plans director, Crossley, S-D Surveys, and **Sheldon Newman,** research director, *Esquire Magazine*, both secretary; **Barbara Michael,** project director, Marplan Div., Communications Affiliates, assistant secretary, **Ray Berland,** senior project director, Alfred Politz Research Inc., assistant treasurer. Elected to three year terms as members of board were: **Vernon Hitchcock,** senior advertising analyst, *Life Magaine*, **Cornelius DuBois,** vp, director of research, Foote, Cone and Belding; **Arnold Corbin,** professor of marketing, N.Y.U.

Bruce Allen, Paul Benson, Robert Young, account supervisors, Benton & Bowles, N.Y., elected vps.

Bob Reichenbach, in charge of Hollywood office of Bernard B. Schnitzer, moves to San Francisco office as vp in charge of radio-tv activities.

Frank J. Sego, president of Advertising Inc., elected president of Birmingham, Ala., ad club, succeeding **Elden Tuttle,** research director of *Progressive Farmer* magazine.

David B. Tolins named head of new consolidated advertising, sales promotion and merchandising department of Sylvania Electric Products, Woburn, Mass. **W. M. Maguire,** named head of transistor, diode and rectifier sales.

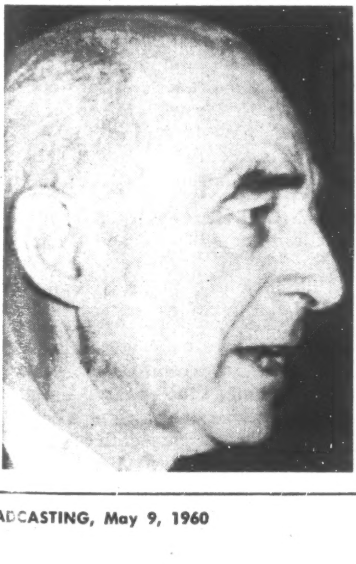
William F. Laporte, formerly vp of American Home Products Corp., N.Y., becomes executive vp. **Kenneth A. Bonham,** president, Whitehall Labs, elected vp, APH.

Robert L. Kop, formerly with B.T. Babbit Inc., N.Y., joins Boyle-Midway Div., American Home Products, as vp, industrial and institutional sales.

George P. Barnes, formerly with Independent Television Corp., New York, opens own advertising agency. Address: 400 Market St., New Orleans.

Joseph T. Tranchina, formerly of Sullivan, Stauffer, Colwell & Bayles,

Paul West, ANA president since 1932, dies



Paul B. West, 67, president of Assn. of National Advertisers since 1932, died May 5 of cancer. Mr. West began advertising career with Murray Howe & Co. after World War I. He was advertising manager of National Carbon Co. (now Union Carbide Corp.) before taking ANA post. Mr. West was founder of the Advertising Council and its treasurer and director when he died. He also was treasurer and director of Advertising Research Foundation and director of Brand Names Foundation as well as first president of Controlled Circulation Audit.

Donald S. Frost, ANA chairman and vp of Bristol-Myers, lauded Mr. West as one of advertising's "greatest and most dynamic leaders." He attributed to him "the most influential single voice" in ANA's growth and stature, and said, "Paul West truly gave his life for advertising. In these past months when we have been facing some of our most crucial problems, he has griven himself, unstintingly, in spite of the severe physical drain it entailed." Among many awards received by Mr. West were The Poor Richard Award and Printers' Ink Gold Medal. He is survived by his wife, Lula, as well as his son, Peter, who is an account executive with BBDO in New York.

N.Y., joins BBDO as art director.

Leonard Johnson, formerly advertising manager for Betty Crocker products at General Mills, appointed assistant director of advertising for Theodore Hamm Brewing Co., St. Paul, Minn.

Warren J. Rohn, formerly associated with retail product groups of Helene Curtis Industries (King's Men, Suave, Enden, Stopette), Chicago, to Olian & Bronner, that city, as account executive.

William C. Schulze, formerly on account staff at Roche, Rickerd & Cleary, Chicago, to Doyle Dane Bernbach, that city, as account executive.

Robert G. Stroyke, assistant research director of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed account executive.

Philip Wise, formerly account executive, Compton Adv., N.Y., joins Kastor Hilton Chesley Clifford & Atherton, that city, on Snow Crop account.

Robert Gillham, formerly with Cunningham & Walsh, N.Y., joins Sindlinger & Co., N.Y. office, as special representative.

Olivia Trager and **Peter Nord,** named senior copywriters, Hicks & Griest, N.Y. Mrs. Trager comes from Doyle Dane Bernbach, N.Y., Mr. Nord has been with H&G in other capacities.

'Copter fatality

A Chicago flying patrolman died in the line of duty last week, minutes before he was scheduled to broadcast traffic directions from his helicopter. Officer **Leonard Baldy** was preparing his traffic report when the helicopter crashed in flames on the city's near west side. The officer had been employed by WGN since November 1958 and aired reports to motorists four times daily on the *Chicago Tribune* station (BROADCASTING SPECIAL REPORT, April 25). Because Officer Baldy was not permitted under police rules to accept money for performing a public service, his annual salary as a traffic broadcaster (about $10,000) has been turned over to the Chicago Policemen's Benevolent Assn.

James Blair, formerly with TelePrompTer Corp., named eastern sales manager for Telescript, C.S.P. (group communications and equipment).

Arthur W. Foster, supervisor of domestic sales program and cooperative advertising at Parker Pen Co., Janesville, Wis., takes on additional duties of assistant advertising director.

HAMILTON-LANDIS & ASSOCIATES, Inc.
BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

NORTHWEST
Single station market daytimer, excellent dial position. Grossed $52,000.00 in 1959 and running ahead this year. Sale includes $14,000.00 land-building and receivables approximately $5,000.00. Building equipment, furniture practically new. Total price of $95,000.00 with 29% down and balance over seven years. $95,000

ROCKY MOUNTAIN STATE
Daytimer with desirable frequency in city of over 30,000—retail trading zone well over 100,000 population. Needs fulltime owner-manager attention. Priced at $105,000.00 with $25,000.00 down and balance over ten years. $105,000

SOUTHWEST
Fulltime radio station, single station market. Grossing over $60,000 annually with excellent ownership earnings. Building and land evaluated at $23,000.00 go with sale. Total price $100,000 with $26,000 down and balance over twelve years. $100,000

EASTERN FULL TIME 250 WATTS
Serving an area that has approximately $300,000,000.00 retail sales. Price $135,000 with $30,000 down. Balance out over an agreed upon time. $135,000

MIDWEST SINGLE STATION
Market of some 12,000 people has relatively new station, which must be sold due to conflicting interests of owners. Physical plant is superb and all new. Real good potential. Price is $115,000 all cash. Terms will be given consideration. $115,000

WASHINGTON, D.C.
Ray V. Hamilton
John D. Stebbins
1737 DeSales St. N.W.
EXecutive 3-3456

CHICAGO
Richard A. Shaheen
1714 Tribune Tower
DElaware 7-2754

DALLAS
DeWitt 'Judge' Landis
1511 Bryan Street
RIverside 8-1175

SAN FRANCISCO
John F. Hardesty
111 Sutter Street
EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Dale Sass joins Allen & Reynolds, Omaha advertising agency, as production manager.

Lucian Douglass Jr. joins staff of Simcock Adv., New Orleans, as account executive.

H. Robert Barr named research director of Frederick E. Baker & Assoc., Seattle, Wash., advertising and pr firm.

Robert A. Eisentrout, product manager, Lever Bros., becomes account executive at Lennen & Newell, N.Y.

The Media

Harold L. Neal Jr., general manager of WABC New York, elected vp of ABC Div. in charge of WABC.

MR. DOWELL

MR. MONROE

J. C. Dowell, vp and general manager of KIOA Inc., Des Moines, Iowa, promoted to vp and national sales director of Public Radio Corp. (KIOA Des Moines, KACK Tulsa, Okla., and KBKC Kansas City). **Larry Monroe,** station manager and program director of KIOA, appointed general manager. **Steve Heefner** named program director.

Alan W. Livingston, formerly NBC vp in charge of tv programming on West Coast, signed five year contract with network as program advisor.

Bert S. West, vp of Golden West Broadcasters and station manager of KSFO San Francisco, transfers, temporarily, to Seattle to supervise new Golden West station, KVI. Gibbs Lincoln continues as KVI vp and station manager.

Arthur Harvey, director of labor relations for ABC-TV and Radio, named director of business affairs. **Harvey Palash** joins ABC as assistant director of labor relations and of business department.

W. M. Carpenter, executive vp of Community Club Awards and president of International Community Club awards, named executive vp and general manager of WAPA-TV San Juan, Puerto Rico.

Doerfer sets up Washington law practice

Mr. Doerfer

John C. Doerfer, former FCC chairman, will establish law offices in Washington, D.C. at 1735 DeSales Street, N.W., effective June 1. Mr. Doerfer resigned from FCC last March 15. He plans to specialize in administrative practice before governmental agencies but will not handle matters before FCC until March 15, 1961, one year from date of his FCC resignation. (Closed Circuit, May 2). Before 1953, Mr. Doerfer was chairman and member of Wisconsin Public Service Commission since 1949. Previously, he was city attorney of West Allis, Wis. and had engaged in private law practice. He received his law degree, *cum laude,* from Marquette in 1934 and his B.A. degree at Wisconsin University in 1929.

Hank Dais, formerly general manager of KUBC Montrose, Col., appointed general manager of KCCR Pierre, S.D.

A. P. Berg appointed managing director of WKMF Flint, Mich., succeeding **W. Eldon Garner,** who resigned.

Don S. Schlosser, administrative assistant to manager of special projects for CBS press information, named executive copywriter in program promotion department.

Andrew J. Reinhart, director of accounting, CBS-TV, appointed director of budgets. **Louis J. Rauchenberger,** supervisor of accounting policy, becomes assistant director of accounting.

Paul E. Mills, formerly manager of WBZ Boston, WJW Cleveland and WOWO Ft. Wayne, Ind., appointed executive vp and sales manager of Jug End Barn, Massachusetts resort.

Bradley R. Eidmann, general sales manager of WGN-TV Chicago, appointed manager of program syndication for WGN-AM-TV. **Ben Berentson,** manager of WGN's New York sales division, appointed general sales manager, succeeding Mr. Eidmann, with headquarters in Chicago. **Edward R. Gerken** succeeds Mr. Berentson as eastern radio sales manager. **Robert Innes** named assistant sales manager in eastern division. **Carl J. Meyers,** head of engineering at WGN Inc. since 1925, appointed manager of engineering and station operation for WGN-AM-TV. **Woodrow R. Crane,** named chief engineer of WGN-TV.

Mr. Mikita

Joseph Mikita, controller of Westinghouse Broadcasting Co., appointed financial vp. Before joining Westinghouse, Mr. Mikita was treasurer and controller of Capital Cities Broadcasting Co. from 1955 to 1958, and with CPA firm before that.

John S. Hayes, president of *Washington Post* Broadcast Div. (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville, Fla.) named chairman of National Information Committee of Unitarian Development Fund.

Ralph Kelley, sales manager, WAAF Chicago, joins The Bolling Co. as manager of Chicago office. **White Mitchell** and **Stewart Lewis** appointed to Bolling sales staff.

Charles Gardner, formerly general manager and sales manager of WAPX Montgomery, to WALA Mobile, both Alabama, as sales manager.

Mr. Cody

John J. Cody, on sales staff of WHEC Rochester, N.Y., promoted to sales manager of WHEC-TV, succeeding **LeMoine C. Wheeler,** who retires June 30. Before joining WHEC in 1956, Mr. Cody was with WWHG Hornell, N.Y.

Barry Tucker joins KDWB Minneapolis-St. Paul as sales manager. Previously, he was with KING-TV Seattle, Wash.

Lee Palmer, auditor of WBZ-AM-TV Boston, appointed business manager.

Ted Beebe, formerly with KSBW-TV Salinas, to KITT-FM San Diego, both California, as commercial manager.

Anthony E. Bello, general sales manager of KMOX St. Louis, resigns to become account executive at KSD-TV, that city, effective June 1.

Sandra L. Sherwood appointed media researcher, special projects, information services, CBS-TV. **Yanna Brandt** becomes writer, same division.

Charles Lacombe named pr counsel for WAFM (FM) Miami.

Robert Murphy, formerly account executive at WBBM Chicago, and **Robert Alexander,** previously with The

A Part of *Every Community Project* *

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

* **Five full ½ hours of local public service programming each week.**

WTHI-TV
CHANNEL 10 CBS · ABC
TERRE HAUTE
INDIANA

Represented Nationally by Bolling Co.

GATES BC-5P-2

The Recognized Leader in 5 KW AM Transmitters

★ **ECONOMICAL OPERATION**—lower operating cost ★ **A NEW SOUND**—thru low distortion and wide response ★ **EASY REMOTE CONTROL**—no outboard devices on the front ★ **COMPACT SIZE**—nothing external ★ **ACCEPTANCE**—largest selling 5 KW manufactured today ★ **READY FOR SHIPMENT**—in stock for prompt delivery

HARRIS
INTERTYPE
CORPORATION

GATES RADIO COMPANY
Subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS

QUAD-CITIES
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

The Station of Quality in the Quad-Cities

CBS

WHBF

RADIO and TELEVISION

MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS
ABC

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

IF YOU'RE CHARGED WITH

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. [illegible] San Francisco, 100 Bush St.

Bolling Co., station rep, join sales staff of WLS Chicago.

Ted Conway, merchandising manager of KCBS San Francisco, promoted to account executive. **Fred Goerner** joins KCBS as writer-producer.

Jack Greggson, formerly in sales and advertising with P. Lorillard and The Mennen Co., joins programming department, Mutual Broadcasting System, N.Y., to create features for radio clients.

Murray Arnold, station manager of WPEN Philadelphia, elected to board of directors of Pennsylvania Associated Press Broadcasters Assn.

Edward Leonard, news director of WICH Norwich, elected president of Connecticut UPI Broadcasters Assn. **Tom Eaton** of WTIC Hartford, named vp.

Dick Miner, general manager of KYVA Gallup, elected president of UPI Broadcasters Assn. of New Mexico, succeeding **Ben Caine** of KZUM Farmington. **George Johnson,** KOB Albuquerque, elected vp.

Dick Charles, newsman for KVOO-AM-TV Tulsa, Okla., promoted to director of radio production.

John Willmott, producer-director-announcer with WSPA-TV Spartanburg, S.C., named production manager.

David E. Wilson, tv director of WHYY-TV Philadelphia, (non-commercial educational station), promoted to production manager.

Leonard G. Costello appointed program director of WEER Warrenton, Va. Previously, he was with WKBZ Muskegon, Mich.

Fred Rocklin, formerly producer-director of WLWI (TV) Indianapolis, to WMBD-TV Peoria, Ill., in similar capacity.

Unusual trade

Broadcasting and baseball negotiated, perhaps, the first talent swap in history last week with an even up exchange of personalities. The principals: Former major league player-manager **Lou Boudreau,** second string announcer on WGN Chicago's radio play-by-play team for the Cub broadcasts, and **Charlie (Jolly Cholly) Grimm,** vice president and manager of the National League club. They traded places Wednesday in what Cub's owner **Philip K. Wrigley** acknowledged to be a "trade of contracts." He added that the outgoing Grimm is being "loaned" to WGN, and that if Mr. Boudreau leaves baseball again, the station has the option of reacquiring his services.

Earl Boardman appointed sports director of WBLG Lexington, Ky.

Hal Uplinger promoted to production manager of KNXT(TV) Hollywood and CTPN. He previously was program coordinator.

Donald Patton, formerly program manager of KHJ-TV Los Angeles, joins CBS-TV Production Sales, Hollywood, as account service manager.

Donald C. Bowen, formerly with WCBS-TV New York, to KDKA-TV Pittsburgh as sales account executive.

Programming

Dr. John Guy Fowlkes, professor of education, Wisconsin U., and **Sigmund Wahrsager,** partner of Bear, Stearns & Co., N.Y., elected to board of directors, TelePrompTer Corp., N.Y.

Harlan J. Dunning, formerly supervisor, network programs, CBS Radio, named vp of Dolphin Productions, N.Y. Mr. Dunning joined CBS in August, 1955. Previously he was with BBDO on Lucky Strike account.

James L. Wolcott, formerly with Wilding Inc., N.Y., joins Transfilm-Caravel Inc., there, as vp in charge of sales coordination.

Kenneth Flower, account executive for CBS Films, San Francisco, transfers to N.Y. office.

Harlan P. Croy named production manager of industrial film division of Filmack Productions, Chicago. Mr. Croy formerly was president and general manager of Film Arts Productions, Milwaukee.

Roone Arledge, formerly producer-director, WRCA-TV New York, joins Sports Programs Inc. in similar capacity.

Paul Cunningham, associate producer, NBC-TV's *Today* show, named special projects editor. **Bud Lewis,** *Today* writer, becomes associate producer.

Carolyn Gilbert, talent booker for program features, *Jack Paar Show,* NBC-TV, becomes talent coordinator, *Today* program.

Peter Kortner, CBS-TV producer of *G.E. Theatre, Climax* and *Playhouse 90,* signs to produce *Dupont Show with June Allyson* for Four Star Tv.

Dorothy Cooper, writer on *Father Knows Best,* and **Ted** and **Mathilde Farrow,** stage and tv playwriting team, sign to write original segments of *My Three Sons,* upcoming Fred MacMurray tv series.

'Edgar' awards

Mystery Writers of America Inc., New York, April 21 presented "Edgar" awards for mystery "bests" as offered in various categories and media during 1959. Broadcast category recipients of the ceramic busts of Edgar Allan Poe were David Karp for the best tv mystery play, "The Empty Chair," presented on *The Untouchables* (ABC-TV), and Blake Edwards for the runner-up, "The Comic" (NBC-TV). Of several special awards given Gail Jackson, producer of the *Perry Mason* tv series, and Lucille Fletcher, writer of "Sorry, Wrong Number" on radio, received MWA's "Raven" awards. In addition, Henry Slesar, vp and creative director of Fuller & Smith & Ross, New York, won an award for the best first mystery novel of 1959 with his book, "The Grey Flannel Shroud," originally published by Random House.

Equipment & Eng'ring

Adron M. Miller, RCA southern field sales manager, broadcast and equipment, named manager of company's film recording and tv systems center which opened last week in Hollywood.

Alexis Badmaieff appointed chief engineer, acoustics-transducers, of Altec Lansing Corp., Anaheim, Calif. **William H. Johnson** named manager of engineering and technical information department.

Les Zemnick named manager, community sales department, Jerrold Electronic Corp., Philadelphia. He has been eastern regional manager for same department. **Jeremiah E. Hastings** named manager, military and industrial closed-circuit systems department. He was assistant sales manager of department. Both units are part of System Sales Div. of Jerrold.

Eric Firth, distributer sales manager of Elgin Electronics, Burbank, Calif., promoted to national sales manager. Company is subsidiary of Elgin Watch Co.

Wilson R. Smith, formerly manager of engineering for CBS Electronics, promoted to chief engineer, semiconductors. **Donald Hunter** named production superintendent of semiconductor plant.

George B. Voorhis joins Prodelin Inc. (producer of antenna systems and transmission lines), Kearny, N.J., as manager of district sales.

Thorn Nogar, formerly chief engineer with Warner Bros. records, appointed director of recording and chief mixer for Radio Recorders, Hollywood.

William Djinis, Electro-Sonic Labs, Long Island City, N.Y., appointed chief engineer of all scientific activities. ESL produces hi-fi equipment for broadcast and recording, home use.

Warren D. Novak of General Precision Labs Div. of General Precision Inc., Pleasantville, N.Y., named national chairman of IRE professional group on production techniques.

International

John E. Twomey named promotion manager of Canadian Broadcasting Corp., with offices at Toronto. He will supervise CBC promotion and advertising.

Fred B. Rainsberry, supervisor of children's programs of Canadian Broadcasting Corp., Toronto, to supervisor of school broadcasts of CBC, succeeding **R.S. Lambert,** who retired.

Graeme Thomson Haig named special counsel of Canadian Board of Broadcast Governors for public hearings to be held in connection with new tv station licenses at Calgary, May 16. He was also BBG counsel at Toronto hearings in March.

Allied Fields

George W. Wise Jr., formerly sales and advertising manager of Beauti-Pak Corp., resigns to form own firm, Wise & Associates, Hollywood, Calif. Organization will handle advertising, and sales promotion projects with emphasis on broadcast media.

Marilyn Reiss, formerly head of tv department, Arthur P. Jacobs Co., N. Y., joins personality department, Rogers & Cowan Inc., that city.

Deaths

Harry A. Babcock, 68, recently retired executive director, Federal Trade Commission, died of heart attack April 30. Mr. Babcock retired April 1 after 38 years with agency. He was to have become associated in Washington law firm of Weaver & Glassie.

Parker Hancock, 46, partner in Washington law firm of Hogan & Hartson, died May 1. Before joining Hogan & Hartson, Mr. Hancock was chief of Opinions and Review Section of FCC.

Ralph T. White, vp and account executive at Russell T. Gray Adv., Chicago, died of heart ailment May 1. He had been with agency since 1944.

Russell R. Clevenger, 60, vp, Albert Frank-Guenther Law Inc., N.Y., died May 3 following short illness. Before joining Frank-Law, Mr. Clevenger served as director of pr, Broadcast Music Inc.; pr department, N.W. Ayer & Son, Philadelphia, and director of information for FCC.

Richard B. O'Brien, 58, pr department Catholic Relief Services, died May 3. Mr. O'Brien served for 11 years with radio news department, *New York Times*.

Edith Behrens, 55, music editor of CBS, died May 3. Miss Behrens joined CBS in 1949, after short period as promotion and publicity head of Classical Records Div., Columbia Records.

Jack L. Fisher, 73, president-owner of M.M. Fisher & Assoc., Chicago, died of heart attack May 2. He started agency in 1928, handling several tv-radio accounts, including Bell Savings & Loan Assn., Universal-International Pictures, Peter Pan restaurants, Tam O'Shanter Country Club and others.

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Hallmark show promoted at colleges

American U., Washington, D.C., sparked a college promotion for the May 2 *Hallmark Hall of Fame* that was heard around the country. The means was a 15-minute taped *prologue* by the show's stars.

Dr. J.H. Yocum, chairman of American's Fine & Communicative Arts Div., scheduled class projects around "Capt. Brassbound's Conversion" before and after the play date, using the tv script for an acting class production. NBC-TV also furnished set photographs to illustrate production and costume values to drama students.

Prologue at American U. was a program for the campus radio station (WAMU), played just prior to tv time last Monday. But because it became available, it got a much wider audience nationally. NBC-TV fed the tape on a closed audio circuit to all affiliates. Some of them placed it on am and fm stations and some offered it to campus stations as did WRC-TV Washington. On the recorded discussion were Greer Garson, Christopher Plummer and Felix Aylmer of the cast, director George Schaefer and a resident expert on George Bernard Shaw at the Hollywood location where *prologue* was taped.

The "Brassbound" project was part of an extensive educational program conducted throughout *Hallmark Hall of Fame's* years on the air. Six publication carry show study guides and the kines are active on the classroom circuit. One of the active older ones, "Macbeth," telecast live in 1954, is due for retirement. The Schaefer-Evans-Judith Anderson team leaves this month to film a new 2-hour version in Scotland and England for telecast next November. This program is due for solid educational promotion by the sponsor, which is accustomed to frequent queries from students and teachers at its Kansas City headquarters.

Ike opens Radio Month

National Radio Month was opened last week by President Eisenhower, who sent a message of congratulation to broadcasters on their 40 years of service to the nation. Mr. Eisenhower said in a telegram to John F. Meagher, NAB radio vice president:

"During National Radio Month, I am delighted to send my congratulations to the radio broadcasters of America on their 40 years of service to the national community.

"I understand there are now more than 4,000 radio stations active throughout the country. Over these stations, our people can hear reports of significance on both local and national issues. By helping us to keep well informed, radio helps to keep America strong and free.

"It is a pleasure to add my best wishes for a meaningful observance of National Radio Month."

Radio stations have joined with affiliated trade and service organizations in promoting Radio Month. Promotion kits had been sent in advance by NAB. A poll of NAB member radio stations showed 98.8% were scheduling promotional spot announcement copy, with spots to be aired an average of 56 times per station each week in May. The poll showed 92% are using NAB's new radio jingles, airing them more frequently than the announcement copy.

Easy on the eyes ■ The lovely lasses above are distributing free sun visor hats to patrons of the Cincinnati Reds opening home game. The visors inform the fans about "WKRC-TV, Channel 12—Always a treat for the eyes." The station reports that fans appreciated the visors.

Year 'round job

It was no last minute decision when WMAL-TV Washington telecast the recent Cherry Blossom Parade. Rather, it was the culmination of a year-round co-operative effort with the Washington Board of Trade.

Through participation on Board of Trade planning committees, WMAL-TV staffers see to it that the parade is planned with television coverage in mind. Also, the station adds its resources to the parade itself by arranging for ABC-TV personalities to participate as parade marshals or in other capacities. This year, the complete family of *The Real McCoys* took part. WMAL-TV claims it's the first time an entire show cast has participated in such an event, away from a show's production center.

With the annual Cherry Blossom Festival now concluded, the station and the trade board are now turning their efforts to Washington's "Summer Jubilee." Highlight of this summer-long effort will be a September telecast of the President's Cup Regatta along the Potomac River.

The station believes its participation provides benefits not only to WMAL-TV, but to the Board of Trade, too.

WMAL receives benefits through the effort's promotion value, its provision of additional programming and through advertising receipts when a program is sold, as was the Cherry Blossom parade.

And, the Board of Trade benefits

Drumbeating ■ Following the annual Tiny Tots Concert, sponsored by WGMS Washington, children got a chance to meet the members of the orchestra and to examine the instruments first-hand. Shown here with Howard Mitchell, conductor of the National Symphony Orchestra are Mrs. Barbara Whelan of Henry J. Kaufman & Assoc., Washington ad agency, and her daughters, Kimberlee 4, and Deborah 8. The concert at the Statler-Hilton drew a sell-out crowd of 2,400 parents and tots.

through the drawing power its events get from tv stars' participation and station promotion of its events.

No mass market

The United States is not one mass market but a combination of many different markets. Each has its individual peculiarities including brand and program preferences which can best be capitalized on through the use of spot television advertising, Bob Hoffman, of Television Advertising Representatives, told a Los Angeles meeting.

Even two such seemingly similar cities as Boston and San Francisco don't agree. They rank sixth and seventh among U.S. markets. Each has 13 radio stations. San Francisco has four tv stations and Boston has three. And each has a major league baseball club. But they don't agree on automobiles (San Francisco has twice as many foreign cars as Boston) or cigarettes (San Franciscans are much greater buyers of filter-tips) or hot beverages (Boston has almost twice as many tea drinkers), Mr. Hoffman reported.

When it comes to program preferences, the same differences show up, he said. The Boston top 10 list includes two westerns. There are six westerns in San Francisco's top 10. ABC-TV's *American Bandstand* gets a 9.7 rating in Boston, but only a 3.6 in San Francisco where it is on at the same time as *Dance Party* on KPIX (TV) which has a 7.2.

Yet only a few advertisers on the *Bandstand* list have counteracted their relative disadvantage in San Francisco by also buying into *Dance Party*, Mr. Hoffman commented. He urged all advertisers, all agencies, to study individual market characteristics and to make more intensive use of spot television particularly on the Westinghouse stations represented by TvAR) to put their brands in the best competitive positions in all markets.

■ Drumbeat

'Gait's' premiere ■ San Francisco Radio Broadcasters Assn. slide-film presentation, "The Golden Gait," will receive its premiere showing May 12 at a meeting of the San Francisco Ad Club. Following that date, it will tour the country for showing to client and agency groups. George Goldman prepared the presentation under the direction of Milton Klein, manager, KEWB, chairman of the SFRBA promotion committee.

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Station Authorizations, Applications

As Compiled by BROADCASTING

April 28 through May 4. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

APPLICATION

***Portland, Ore.—State of Oregon Board of Higher Education,** vhf ch. 10 (192-198 mc); ERP 30.42 kw vis., 15.214 kw aur.; ant. height above average terrain 949 ft., above ground 200 ft. Estimated construction cost $108,800, first year operating cost $69,000. P.O. address Box 5175, Eugene, Ore. Studio location Healy Heights, Portland, Ore. Trans. location Healy Heights, Portland, Ore. Geographic coordinates 45° 29′ 20″ N. Lat., 122° 41′ 39″ W. Long. Trans. RCA TT-5A, ant. TF-6AH. Legal counsel Fisher, Wayland, Duvall and Southmayo, Washington, D.C. Consulting engineer Grant S. Feikert, Corvallis, Ore. Educational, non-commercial. Ann. May 2.

Existing Tv Stations

ACTIONS BY FCC

KKTV (TV) Colorado Springs, Colo.—Waived sec. 3.685(e) of rules and granted application to move trans. site about 1.3 miles south to Cheyenne Mt., about 6.4 miles southwest of city, increase ERP to 19.3 dbk (85.1 kw) vis. and 16.3 dbk (42.7 kw) aur., and ant. height to 2,380 ft.; engineering condition. Ann. April 28.

WNBE-TV New Bern, N.C.—Designated for hearing application to change trans. and ant. site; made Dept. of Navy, Dept. of Army, and Federal Aviation Agency parties to the proceeding. Ann. April 28.

Triangle Publications Inc., Altoona, Pa.—Granted program test authority to operate experimental co-channel tv "booster" station in conjunction with its station WFBG-TV on ch. 10 in Altoona in accordance with specifications and conditions of cp granted July 15, 1959, with added condition that grant is without prejudice to whatever action commission may take with respect to pending application for license to cover cp. Ann. May 4.

CALL LETTERS ASSIGNED

WHNB-TV New Britain, Conn.—Connecticut Tv Inc. Changed from WNBC.

KHJK (TV) Hilo, Hawaii—Kaiser Hawaiian Village Tv Inc.

WNBC-TV New York, N.Y.—National Bcstg. Co. Changed from WRCA-TV.

*KUSD-TV Vermillion, S.D.—U. of South Dakota.

Tv Translators

ACTIONS BY FCC

Frostburg Community TV Inc., Frostburg, Md.—Granted cp to replace expired permit for tv translator station (W80AB) on ch. 80 to translate programs of WMAL-TV (ch. 7) Washington, D.C. Ann. May 4.

Minnesota Valley TV Improvement Corp., Granite Falls, Minn.—Granted cps for two new tv translator stations on chs. 75 and 81 to translate programs of Minneapolis stations KSTP-TV (ch. 5) and WTCN-TV (ch. 11), respectively. Ann. May 4.

Shelby TV Club Inc., Shelby, Mont.—Granted cps to replace expired permits for two tv translator stations (K72AM) on ch. 72 to translate programs of KFBB-TV (ch. 5) Great Falls; and (K76AG) on ch. 76 to translate programs of CJLH-TV (ch. 7) Lethbridge, Alberta, Canada. Ann. May 4.

Winter Garden Translator System Inc., Carrizo Springs and Crystal City, Tex.—Granted cps for two new tv translator stations on chs. 83 and 77 to translate programs of San Antonio stations KONO-TV (ch. 12) and KENS-TV (ch. 5), respectively. Ann. May 4.

New Am Stations

ACTIONS BY FCC

Radio Station WESB; Canandaigua Bcstg. Co., Canandaigua, N.Y.—Designated for consolidated hearing applications for new am stations to operate on 1550 kc, 250 w, D. Ann. May 4.

Black Mountain, N.C.—Mountain View Bcstg. Co., granted 1350 kc, 500 w D. P.O. address Box 843, Black Mountain, N.C. Estimated construction cost $12,695, first year operating cost $21,000, revenue $30,000. **Eugene Slatkin,** former one-third owner of **WADA Shelby** and **David P. Slatkin,** electric company supervisor, each own 50%. Ann. Sept. 16.

APPLICATIONS

Centerville, Ala.—Voice of Mid-South, 1590 kc, 1 kw. P.O. address Box 1662, Birmingham, Ala. Estimated construction cost $11,765, first year operating cost $18,500, revenue $23,000. Principals are **W.D. Frink** and **Fred H. Davis,** equal partners. Mr. Frink deals in used cars, was formerly 50% owner of WFHK Pell City, Ala. Mr. Davis is in motel business. Ann. May 3.

Hayward, Calif.—Bay Shore Bcstg. Co., 1340 kc, 1 kw unl. P.O. address Keith Moyer, Box 481, Taylorsville, Ill. Estimated construction cost $10,050, first year operating cost $48,000, revenue $60,000. Principals are **Keith Moyer,** 75%, and **James C. Hilderbrand,** 25%, owners of KBBM-FM Hayward, Calif. Mr. Moyer is also sole owner of WGGM-FM and 71% owner of WTIM, both Taylorsville, Ill. Ann. May 3.

Madison, Conn.—Rhode Island-Connecticut Radio Corp., 1490 kc, .25 kw unl. P.O. address 11 Railroad Ave., Westerly, R.I. Estimated construction cost $35,696, first year operating cost $50,000, revenue $57,500. Principals are **Dr. Augustine L. Cavallaro,** 62½%, and **Augustine L. Cavallaro Jr.,** 37½%, owners of WERI Westerly, R.I. Ann. May 3.

Milford, Conn.—Milford Bcstg. Co., 1500 kc, 5 kw D. P.O. address Taunton Hill Rd., Newton, Conn. Estimated construction cost $49,184, first year operating cost $63,000, revenue $76,000. Applicant is **Blair A. Walliser** who has interest in WEOK Poughkeepsie, N.Y. Ann. May 3.

New Canaan, Conn.—Fairfield Bcstg. Service, 1490 kc, .250 kw unl. P.O. address Raymond W. Grandle, 33 Briar Brae Rd., Darien, Conn. Estimated construction cost $25,958, first year operating cost $65,000, revenue $75,000. Principals include **Raymond Grandle, Richard Hodgson,** 30% each, and others. Mr. Grandle is in advertising, was formerly employe of WGN Chicago. Mr. Hodgson is in electronics, was formerly president of Paramount Pictures Corp. tv subsidiary. Ann. May 3.

Houston, Mo.—Radio Co. of Texas County, 1250 kc, .5 kw D. P.O. address Maurice W. Covert, Box 97, Houston, Mo. Estimated construction cost $23,361, first year operating cost $26,400, revenue $30,000. Principals include **W.R. McKnight, Nolan Hutcheson, Raymond Duff, S.E. Ferguson,** 12½% each, and others, all Missouri businessmen with no broadcast interests. Ann. May 3.

Lamar, Mo.—James R. Williams, 1560 kc, .25 kw D. P.O. address Box 922, Joplin, Mo. Estimated construction cost $11,812, first year operating cost $18,285, revenue $20,560. Applicant is employe of KODE-AM-TV Joplin, Mo. Ann. April 29.

Brewster, N.Y.—Taconic Bcstrs., 1510 kc, 1 kw D. P.O. address ℅ Willi D. Schmidt, West Cornwall, Conn. Estimated construction cost $32,603, first year operating cost $48,000, revenue $55,000. Principals are **Willi D. Schmidt, Charles P. LeMieux Jr.,** and **Ernest Field,** 33⅓% each. Mr. Schmidt is employe of Kimberly Clark. Mr. LeMieux is employe of WINS New York, N.Y. Mr. Field is attorney. Ann. May 3.

Asheville, N.C.—B.E. Bryant, 920 kc, 1 kw D. P.O. address 19 Crockett Ave., Asheville, N.C. Estimated construction cost $48,014, first year operating cost $72,000, revenue $100,000. Applicant is independent oil developer. Ann. May 3.

Existing Am Stations

ACTIONS BY FCC

WGAU Athens, Ga.; WAKE Atlanta, Ga.; WBBQ Augusta, Ga.—Designated for consolidated hearing applications to increase daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N; made WGAA Cedartown, Ga., and WBBT Lyons, Ga., parties to proceeding. Ann. May 4.

WION Ionia, Mich.—Designated for hearing application to change operation on 1430 kc from 500 w, D, to 5 kw, DA-D; made WGRD Grand Rapids, Mich., party to proceeding. Ann. May 4.

WNSL Laurel, Miss.; WGVM Greenville, Miss.—Designated for consolidated hearing applications to increase power from 1 kw to 5 kw, continuing operation on 1260 kc, D; made WXOK Baton Rouge, La., and KADL Pine Bluff, Ark., parties to proceeding. Ann. May 4.

KXRA Alexandria, Minn.; KMRS Morris, Minn.; KISD Sioux Falls, S.D.—Designated for consolidated hearing applications to change facilities of KXRA from 1490 kc 250 w, unl. to 1230 kc, 250 w-N, 1 kw-LS; KMRS from 1570 kc, 1 kw, D, to 1230 kc, 250 w, unl. and KISD to increase daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N; made KOTE Fergus Falls, Minn.; KYSM Mankato, Minn.; KICD Spencer, Iowa; and KHAS Hastings, Neb., parties to proceeding. Ann. May 4.

KYJC Medford, Ore.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N. Ann. May 4.

KUEN Wenatchee, Wash.—Granted change on 900 kc from 500 w, unl. to 1 kw, D; remote control permitted. Ann. May 4.

APPLICATIONS

WDAY Glasgow, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc). Ann. May 3.

WGCM Gulfport, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240kc). Ann. May 3.

CALL LETTERS ASSIGNED

WWOM New Orleans, La.—WWOM Inc. Changed from WYFE.

KRIH Rayville, La.—John H. Touchstone. Changed from KCLP.

KARR Great Falls, Mont.—Pat M. Goodover. Changed from KXLK.

WMOU Berlin, N.H.—Berlin Bcstg. Co. Changed from WKCB.

WNBC New York, N.Y.—National Bcstg. Co. Changed from WRCA.

WWML Portage, Pa.—Mainline Bcstg. Co.

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& COMPANY, INC.

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WEST COAST
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Pacific Grove, California
FRontier 2-7475

WASHINGTON
1625 Eye Street, N.W.
District 7-8531

WNOO Chattanooga, Tenn.—WMFS Inc. Changed from WMFS.

KUDY Renton, Wash.—Cutie Radio Inc. Changed from KQDE.

New Fm Stations

ACTIONS BY FCC

Kenneth F. Warren, Monterey, Calif.—Designated for hearing application for new class B fm station to operate on 96.9 mc. Ann. May 4.

Lawrence Shushan, Albany, Calif.; KEEN-FM San Jose, Calif.—Designated for consolidated hearing applications of Mr. Shushan for new class B fm station to operate on 100.5 mc and of KEEN-FM to increase ERP from 3 kw to 16.23 kw, ant. height from minus 150 ft. to 2,582 ft., continuing operation on class B frequency 100.3 mc; made KNBC-FM San Francisco, party to proceeding. Ann. May 4.

Manchester, Conn.—Manchester Bcstg. Co., granted 107.9 mc, 5.29 kw. P.O. address Box 946, Manchester. Estimated construction cost $7,500, first year operating cost $4,500. Applicant is **John Deme,** who owns WINF Manchester. Ann. May 4.

Concord Kannapolis Bcstg. Co., Concord, N.C.—Designated for hearing application for new class B fm station to operate on 97.9 mc; ERP 3.35 kw; ant. height 104 ft. Ann. May 4.

O'Keefe Bcstg. Co., Levittown-Fairless Hills, Pa.—Designated for hearing application for new class B fm station to operate on 100.1 mc; ERP 1 kw; ant. height 134 ft.; made David L. Kurtz, applicant for new fm station on 100.3 mc in Philadelphia, party to proceeding. Ann. May 4.

APPLICATIONS

Washington, D.C.—American U., 88.5 mc, 3.92 kw. P.O. address Massachusetts & Nebraska Aves. N.W., Washington, D.C. Estimated construction cost $19,103, first year operating cost $22,700. Educational, non-commercial. Ann. April 29.

Fort Pierce, Fla.—Indian River Bcstg. Co., 95.5 mc, 2.48 kw. P.O. address Box 1401, Fort Pierce, Fla. Estimated construction cost $12,193, first year operating cost $4,000, revenue $4,000. Principals include **James L. Howe,** 98.83%, owner of WIRA Fort Pierce. Ann. May 3.

Richmond, Ind.—Central Bcstg. Corp., 106.5 mc, 25.8 kw unl. P.O. address West Main St., Richmond, Ind. Estimated construction cost $29,354, first year operating cost $2,100, revenue $2,600. Principals include **C.E. Hamilton,** 17%, **H.W. Bockoff,** 16%, and others. Central is licensee of WKBV Richmond and WBAT Marion, both Indiana. Ann. April 29.

***Amherst, Mass.—WGBH Educational Foundation,** 88.5 mc, 34.4 kw. P.O. address Western Massachusetts Bcstg. Council, Amherst College, Amherst, Mass. Estimated construction cost $34,050, first year operating cost $1,200. Educational, non-commercial. Ann. April 15.

Lumberton, N.C.—Robeson Bcstg. Corp., 95.7 mc, 6.5 kw unl. P.O. address Maxton Road, Box 393, Lumberton, N.C. Estimated construction cost $4,937, first year operating cost, $5,000, revenue $6,000. Principals include **Jack Pait,** 71.88%, and others, licensees of WTSB Lumberton. Ann. May 3.

Statesville, N.C.—Iredell Bcstg. Corp., 96.9 mc. 3.6 kw unl. P.O. address Box 1027, Statesville, N.C. Estimated construction cost $9,430, first year operating cost $6,000, revenue $8,000. Principals are **Walter A. Duke,** 50.92%, and **John F. Stanbery** 49.08%, licensees of WBDM Statesville. Mr. Duke also has 50% interest in WENO Madison, Tenn. Ann. April 27.

Oklahoma City, Okla.—Nanmar, Inc., 100.5 mc, 40.45 kw unl. P.O. address 1334 S.W. 29th St., Oklahoma City, Okla. Estimated construction cost $23,295, first year operating cost $20,000, revenue $25,000. Principals are **Steve Bushelman Jr.,** 60%, **Theodore J. Bushelman,** 20%, and **Nancy J. Busheiman,** 20%, who are associated in household appliance firm. Theodore Bushelman was formerly employe of WKRC-TV Cincinnati, Ohio. Ann. April 21.

Seattle, Wash.—Monte L. (Lester) Strohl, 92.5 mc, 17.6 kw D. P.O. address 614 Ferncrest Dr. Yakima, Wash. Estimated construction cost $17,748, first year operating cost $36,000, revenue $48,000. Applicant formerly had minority interest in **Cascade Bcstg. Co.,** licensee of KIMA-AM-TV Yakima, KEPR-AM-TV Pasco, KBAS-TV Ephrata, KWIQ-Moses Lake, all Washington, and KLEW-TV, Lewiston, Idaho. Ann. May 3.

Existing Fm Station

ACTION BY FCC

WLOS-FM Asheville, N.C.—Granted cp to change from class A fm station on 104.3 mc to class B on 99.9 mc; ERP from 9.1 kw to 250 kw; ant. height from 130 ft. to 2,640 ft.; engineering condition. Ann. May 4.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 4

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,407	66	77	848
FM	650	79	178	120
TV	473	55	104	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 4

	VHF	UHF	TV
Commercial	450	77	527
Non-commercial	33	11	44

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1960

	AM	FM	TV
Licensed (all on air)	3,406	648	472[1]
CPs on air (new stations)	59	51	55[2]
CPs not on air (new stations)	81	152	97
Total authorized stations	3,546	867	672
Applications for new stations (not in hearing)	609	77	49
Applications for new stations (in hearing)	214	38	70
Total applications for new stations	823	115	119
Applications for major changes (not in hearing)	686	40	32
Applications for major changes (in hearing)	194	9	19
Total applications for major changes	880	49	51
Licenses deleted	0	0	0
CPs deleted	0	3	8

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[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

APPLICATIONS

KFSD-FM San Diego, Calif.—Cp to increase ERP from 35 kw to 100 kw, increase ant. height above average terrain from 425 ft. to 641 ft., change ant.-trans. location, change main studio location, change type ant. and make changes in ant. system. Ann. May 3.

CALL LETTERS ASSIGNED

WMOP-FM Ocala, Fla.—Andrew B. Letson.

KAHI-FM Auburn, Calif.—Donnelly C. Reeves.

WKKD-FM Aurora, Ill.—Russell G. Salter.

WRMN-FM Elgin, Ill.—Elgin Bcstg. Co.

WAMV-FM East St. Louis, Ill.—Hess-Hawkins Co.

WJMD (FM) Bethesda, Md.—Bcst. Management Inc. Changed from WUST-FM.

WIPE (FM) Detroit, Mich.—Earl, Mullins, Torian Propst & Stein.

WQIX (FM) Jackson, Mich. — Booth Bcstg. Co. Changed from WBBC (FM).

WMOU-FM Berlin, N.H.—Berlin Bcstg. Co. Changed from WKCQ (FM).

WNBC-FM New York, N.Y.—National Bcstg. Co. Changed from WRCA-FM.

WRVM-FM Rochester, N.Y.—State Bcstg. Co.

WAGY-FM Forest City, N.C.—Tri-City Bcstg. Co.

WDBN (FM) Barberton, Ohio—Independent Music Bcstrs. Inc.

*WGUC (FM) Cincinnati, Ohio—U. of Cincinnati.

WINE (FM) Pittsburgh, Pa.—Golden Triangle Bcstg. Inc. Changed from WEEP-FM.

WIAC-FM San Juan, P.R.—Radio Station WIBS Inc.

*KUER (F) Salt Lake City, Utah—U. of Utah.

WHLF-FM South Boston, Va.—Halifax Bcstg. Co.

KOTO (FM) Seattle, Wash.—Arthur Siegal.

WMKE (FM) Milwaukee, Wis.—Beacon Electronics Inc.

WBON (FM) Milwaukee, Wis.—Music-Air Inc.

Ownership Changes

ACTIONS BY FCC

KBLF Red Bluff, Calif.—Granted transfer of control from **Victor Industries Corp.** and **Clay McGowen** to **Victor Corp.** (United American Metals Corp. 100% owned by **Victor Muscat; Mr. McGowan,** and **Dr.**

BROADCASTING
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Sydney E. Lipsky); consideration $480,000 for 75% Victor Industries interest and 5% of Mr. McGowan's 25% interest with option to purchase remaining 20% owned by Mr. McGowan. Ann. May 4.

KJBS San Francisco, Calif.—Granted assignment of cp and license to **Argonaut Bcstg. Co. (L.R. Rhodes,** president) consideration $425,000 including 20-year lease of land. One assignee stockholder has interest in KNGS Hanford, and two have interest in KFIV Modesto, Calif. Ann. May 4.

WJBS Deland, Fla.—Granted transfer of control from **Charles B. Britt** and **James S. Ayers** to **Dale S.** and **Frances L. Phares**; consideration $65,000. Ann. May 4.

KANI, Kailua, Hawaii; KOHO, Honolulu, Hawaii—Granted (1) renewal of license of KANI and (2) transfer of control of KANI and KOHO from **M.K. Riley**, et al. 25 other stockholders), to **Akiyoshi Hayashida**, et al. (67 other stockholders); reorganization involving stock transactions. Ann. May 4.

KANI Kailua, Hawaii—Granted assignment of licenses to **Oahu Bcstg Co. (Jerry J. Neville** and **Jack Latham)**; consideration $20,000. Ann. May 4.

WFLB Fayetteville, N.C.—Granted transfer of control from **W.M.K. Bender** and six others to **John W. Hensdale, Terry Sanford, L.W. Allen, Dickson Phillips, Donald W. McCoy, L.S. Weaver Jr.**, and **T.D. Hatcher Jr.**; consideration $7,000 for 87.5% interest. Ann. May 4.

WTVC(TV) (ch. 9) Chattanooga, Tenn.; WTVM(TV) (ch. 9) Columbus, Ga.—Granted relinquishment of negative control by **E.D.** and **Roy E. Martin Jr.**, through gift of 4 shares of stock to C.L. Patrick. Ann. May 4.

WJHL-AM-FM Johnson City, Tenn.—Granted assignment of licenses to **Tri-Cities Bcstg. Inc. (James C. Wilson,** president); consideration $230,000, conditioned that assignment not be consummated until **James C. Wilson** and **Josephine D. Wilson** dispose of their interest in application for new station in Bristol, Tenn. Ann. May 4.

KUKO Post, Tex.—Granted assignment of license from **Grady Franklin Maples** and **R.B. McAlister** to **Galen O. Gilbert** and **Phil Crenshaw**, d/b as **Radio Station KUKO**; consideration $49,800; without prejudice to such action as commission may determine is warranted with respect to other applications or broadcast interests of Maples based on testimony and exhibits in hearing on application of Laramie Bcstrs for new station in Laramie, Wyo. Comr. Bartley dissented. Ann. May 4.

WELK Charlottesville, Va.—Granted assignment of license to **Turnbull, Deter & Co., Margaret Millar Inc.**, and **Sterling Hardware Co.**, d/b as **Virginia Bcstg Co.**; consideration $100,000 and employment of Lawrence Lee Kennedy as chief engineer for 5 years at $5,000 a year; conditioned that assignment not be consummated until **Barbara C.T. Brown,** announcer - women's director for WINA Charlottesville, disposes of her preferred stock in **Margaret Millar Inc.** Ann. May 4.

WBCI Williamsburg, Va.—Granted transfer of negative control from **Mary** and **Richard S. Cobb** through purchase of stock by **Allaun Corp. (William E. Allaun, Jr.,** president); consideration $45,022. Ann. May 4.

APPLICATIONS

KNGS Hanford, Calif.—Seeks assignment of license from **Vallejo Bcstg. Co.** to **Kings Bcstg Co.** for $310,000. Principals are **John C. Cohan,** 70%, and **Edward S. Shattuck,** 30%. Mr. Cohan is owner of KVEC San Luis Obispo, and holds 46.5% interest in **Salinas Valley Bcstg. Corp.,** licensee of KSBW-AM-TV Salinas, and KSBY-TV San Luis Obispo, all California. Mr. Shattuck is attorney, has served as director of Salinas Valley Bcstg. Corp. Ann. May 3.

WKAT Miami Beach, Fla.—Seeks involuntary transfer of control of **WKAT Inc.** from **A. Frank Katzentine,** sole owner, to **Estate of A. Frank Katzentine,** deceased, with his wife acting as executrix. No financial consideration. Ann. April 29.

WDEE Hamden, Conn.—Seeks assignment of cp from **Vincent DeLaurentis** to **Southern New England Bcstg. Corp.,** a corporation. No financial consideration involved. Ann. May 3.

WYZE Atlanta, Ga.—Seeks transfer of control of Atlanta Bcstg Co. from **George C. Nicholson,** 40%, **Chester E. Jones** and **Roy V. Harris,** 30% each, to Messrs. **Jones** and **Harris,** equal partners, under an agreement whereby Mr. Nicholson will transfer his holdings plus $18,000 to Messrs. Jones and Harris in exchange for certain real estate holdings. Ann. April 29.

WAUG-AM-FM Augusta, Ga. — Seeks transfer of control of **Garden City Bcstg. Co.** from **Chester E. Jones** and **George C. Nicholson,** equal partners, to **Chester E. Jones,** sole owner, for $15,000. Ann. April 29.

KVOP Bastrop, La.—Seeks assignment of license of **Bastrop Bcstg Co.** from company to corporation. No financial consideration involved. Ann. May 3.

WBRN Big Rapids, Mich.—Seeks transfer of control of **WBRN Inc.** from **Spencer Denison, Marjorie Denison,** 27% each (according to divorce decree), and **John A. White,** 45%, to **John A. White,** 52%, **Spencer Denison,** 27.5% and **Marjorie Denison,** 20%, for $2,091 paid by Mr. White to Mrs. Denison. Ann. April 29.

WFDF Flint, Mich.—Seeks transfer of control of **Trebit Corp.** from **Harry W. Bitner Jr.,** 42.8%, and **Evelyn H. Bitner,** 9.04%, and others, to **Harry W. Bitner,** 51.8%. Transfer of stock is gift from mother to son, no financial consideration. The Bitner family controls 73% of Trebit Corp. Ann. May 2.

WROB West Point, Miss.—Seeks assignment of license from **Robert L. McRaney Sr.** to **Bob McRaney Enterprises Inc.** No financial consideration involved. Ann. April 25.

KURL Billings, Mont.—Seeks assignment of license from **Yellowstone Bcstg.** to **Yellowstone Bcstg. Corp.** No financial consideration involved. Ann. April 27.

WLBG Laurens, S.C.—Seeks assignment of license from **Laurens-County Bcstg. Co.** to **Laurens-County Bcstg. Inc.,** merger into parent corporation. No financial consideration involved. Ann. May 3.

WEAG Alcoa, Tenn.—Seeks assignment of license from **Blount County Bcstg. Co.** to **Blount County Bcstg. Inc.** No financial consideration involved. Ann. May 3.

KAYG Lakewood, Wash.—Seeks involuntary assignment of license from **KFHA** to **Marvin A. Young,** receiver for KFHA Inc. appointed by court. Ann. May 3.

WAPL Appleton, Wis.—Seeks assignment of license from **WAPL Inc.** to **John J. Dixon** for $163,000. Mr. Dixon is 15% owner of WLBK DeKalb, Ill. Ann. April 29.

WIXK New Richmond, Wis.—Seeks transfer of control of **Radio St. Croix Inc.** from **Vernon Iwanoski,** 30%, **Norman M. Abramson,** 40%, **Walter A. Swanson,** 5%, and others, to **Victor J. Tedesco, Nicholas Tedesco,** and **Zel S. Rice II,** 21.1% each, and others, for $1,875 for stock subscriptions. Purchasers will be liable to corp. to purchase stock for $18,750. Messrs. Tedesco have interest in KCUE Red Wing, Minn. and KFNF Shenandoah, Iowa. Mr. Rice has been stockholder in WIXK since 1959. Ann. April 29.

KRAE Cheyenne, Wyo.—Seeks assignment of cp from **Robert L. Howsam** to **Radio Bcstrs.** for $1,500 to Mr. Howsam plus assumption of $1,090 in obligations. Principals are **Ray Winkler,** 40%, **Tom Atkins,** 20%, and others. Mr. Winkler has interest in KZIP Amarillo, Tex. Mr. Atkins is employe of KZIP Amarillo. Ann. May 3.

Hearing Cases

FINAL DECISIONS

■ By order, commission made effective immediately March 17 initial decision and granted (1) application of Grabet Inc., Radio Enterprises for new am station to operate on 940 kc, 250 w, unl. DA, in Tucson, Ariz., and (2) petition by W.H. Hansen to dismiss without prejudice his application for same facilities. Ann. May 4.

■ By order, commission, on petition by applicant, made effective immediately March 23 initial decision and granted application of Muhlenburg Bcstg. Co. to change frequency of station WNES Central City, Ky., from 1600 kc to 1050 kc, continuing operation with 500 w, D. Ann. May 4.

■ By order, commission made effective immediately March 23 initial decision and granted application of Hiawathaland Bcstg. Co. to increase daytime power of station WSOO Sault Ste. Marie, Mich., from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N. Ann. May 4.

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Community Telecasting Corp. for new tv station to operate on ch. 8 in Moline, Ill., and denying competing applications of Tele-Views News Co., Midland Bcstg. Co., Illiway Tv Inc., and Moline Tv Corp. Ann. April 28.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Island Teleradio Service Inc., for new tv station to operate on ch. 10 in Charlotte Amalie, St. Thomas, Virgin Islands. Ann. April 28.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Radio Hanover Inc., for new class B fm station to operate on 98.5 mc; ERP 7.2 kw; ant. height 730 ft., in York-Hanover, Pa. Ann. May 3.

OTHER ACTIONS

■ By letter, commission denied request by Malco Theatres Inc., to defer action for 6 to 12 months on its applications for new

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ty stations in Columbus, Ohio, on ch. 40, Kansas City, Mo., on ch. 65, and Davenport, Iowa, on ch. 68, and dismissed applications for failure to prosecute. Ann. April 28.

■ By memorandum opinion and order, commission dismissed "statements" filed by American Bcstg. Co. and Birmingham Tv Corp. (WBMG-TV [ch. 42] Birmingham, Ala.) requesting addition of condition to July 15, 1959 mod. of license of WTVY (WTVY Inc.), to specify change of operation in Dothan, Ala., from ch. 9 to ch. 4. "Statements" wanted WTVY conditioned to any interference from any future use of ch. 4 in Birmingham. Commission pointed out that, if its decision in Birmingham-Montgomery rulemaking should so require, it could further modify WTVY's license. Ann. April 28.

■ By report and order, commission finalized rulemaking and shifted educational tv reservation in Kalamazoo, Mich., from ch. *74 to ch. *46 (now commercial there), thus leaving ch. 74 for commercial use, effective June 6. Western Michigan U. of Kalamazoo petitioned for change. Ann. April 28.

■ By separate orders, commission dismissed certain pleadings containing "scandalous and impertinent material" filed by Antennavision Service Co., in Yuma, Ariz., microwave protest proceeding; Microrelay of New Mexico Inc., in Roswell, N.M., microwave protest proceeding; and Idaho Microwave Inc., in Twin Falls, Idaho, Microwave protest proceeding. These three applicants for microwave tv relay facilities are in hearing because of tv brodcast station protests. Ann. April 28.

■ Commission on May 2 directed preparation of report and proposed rulemaking relating to its Nov. 10, 1959, extension of its inquiry into network program selection practices to consider broadcast programming practices in general. This phase of proceeding covered 19 days of testimony before commission en banc by nearly 100 spokesmen for religious, educational, women's and other groups; broadcast, advertising and talent organizations, and other listener and professional interests, which produced record of more than 5,000 pages. Ann. May 2.

■ By memorandum opinion and order, commission (1) denied joint petition by James E. Walley and Sanval Bcstrs., applicants for new am stations in Oroville, Calif., and respondent KCRA Sacramento, Calif., to withdraw previous pleadings by Mr. Walley for waiver of Sec. 3.37 of rules relating to minimum separation between stations and to designate KCRA renewal application for hearing, and by KCRA to enlarge issues in consoliated proceeding; and (2) ordered that petitions and associated pleadings remain filed before commission to be disposed of on their merits. Comr. Cross dissented. Ann. May 4.

By separate memorandum opinion and order in above proceeding, commission (1) granted petition by KCRA to enlarge issues; (2) granted petition and request by Mr. Walley and Sanval to extent of designating renewal application of KCRA for hearing in consolidated proceeding and (3) denied or dismissed as moot related pleadings. Comr. Cross dissented. Ann. May 4.

■ By order, commission stayed effective date of March 16 initial decision which looked toward granting (1) application of E.O. Smith for new am station to operate on 1190 kc, 250 w, unl., DA, in Tolleson, Ariz., and (2) petition by William P. Ledbetter to dismiss without prejudice his application for similar facilities. Ann. May 4.

■ By order, commission stayed effective date on March 21 initial decision which looked toward (1) granting application of Satellite Center Radio Co. for new am station to operate on 1550 kc, 10 kw, D, in Arvada, Colo., with engineering condition, and (2) denying application of Denver Bcstg. Co. seeking same facilities in Denver. Ann. May 4.

■ By memorandum opinion and order, commission on petition by applicant, reconsidered and granted without hearing application of Claiborne Bcstg. Co. for new am station to operate on 1250 kc, 500 w, D, in Tazewell, Tenn.; engineering condition. Application had been in consolidated hearing. Ann. May 4.

■ By memorandum opinion and order, commission granted motion by Kentuckiana Tv Inc., and deleted its application from "financial qualification" consideration in issue 2 in consolidated proceeding on Kentuckiana's application and United Electronics Laboratories Inc., for new tv stations to operate on ch. 51 in Louisville, Ky. Ann. May 4.

■ By memorandum opinion and order, commission dismissed, for lack of compliance with requirements of sec. 309(c) and 405 of Communications Act and sec. 1.191 of rules, protest by Family Stations Inc., KEAR (FM) San Francisco, Calif. (97.3 mc), directed against March 9 grant of application of William J. Greene for new fm station to operate on 97.7 mc in Los Altos, Calif. Ann. May 4.

■ Commission designated for consolidated hearing application to increase daytime power of WIOU Kokomo, Ind., from 1 kw to 5 kw, continuing operation on 1350 kc with 1 kw-N, DA-2; and following applications to increase daytime power from 250 w to 1 kw, continuing operation on 1340 kc with 250 w-N: KROS Clinton, Iowa; WTRC Elkhart, Ind.; WSOY Decatur, Ill.; WJOL Joliet, Ill.; WLBC Muncie, Ind.; WRIT Milwaukee, Wis. and WLAV Grand Rapids, Mich.; made WHMI Howell, Mich.; KMAQ Maquoketa, Iowa; WRAM Monmouth, Ill.; WCSR Hillsdale, Mich. WJPF Herrin, Ill.; KXEO Mexico, Mo.; WBIW Bedford, Ind.; WAAP Peoria, Ill.; WKAN Kankakee, Ill.; WIZE Springfield, Ohio; WNCO Ashland, Ohio; WHBL Sheboygan, Wis.; WMTE Manistee, Mich.; WAGN Menominee, Mich., and WEXI Royal Oak, Mich., parties to proceeding. Ann. May 4.

■ By memorandum opinion and order, commission (1) denied "statement of interest" and petition by Camellia Bcstg. Co. to amend its application and return to processing line and (2) dismissed its application seeking, among other things, to specify difference trans. site for station KLFY-TV (ch. 10) Lafayette, La. Ann. May 4.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Fisher Bcstg. Co. and extended to June 1 time to file replies to exceptions in proceeding on its application and that of Tribune Publishing Co. for new tv stations to operate on ch. 2 in Portland, Ore. Action April 27.

By Chief Hearing Examiner
James D. Cunningham

■ Granted petition by James C. Wallentine for dismissal without prejudice of his application and retained in hearing status application of Sam H. Bennion both for new tv stations to operate on ch. 10 in Pocatello, Idaho. Action April 26.

■ Upon consideration of motion by Star Group Bcstg. Co. and Radio Mississippi, Jackson, Miss., and with consent of Broadcast Bureau, extended from April 29 to May 6 period heretofore allowed moving parties for submitting affidavits relative to pending petition for dismissal without prejudice of Star Group application. Applications are in consolidated hearing with am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action April 29.

By Hearing Examiner J. D. Bond

■ Pursuant to agreements reached by all parties at April 26 hearing, continued further hearing upon applications in group 2 to May 10 in proceeding on applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action April 26.

■ Granted petition by Belton Bcstrs. Inc., and extended dates for certain procedural steps in proceeding on its application for new am station in Belton, Tex., et al; continued hearing on engineering and non-engineering matters from May 17 to July 25. Action May 2.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued hearing from April 28 to date to be determined at prehearing conference scheduled for that date in proceeding on fm applications of Bible Institute of Los Angeles Inc. (KBBI) Los Angeles and Benjamin C. Brown, Oceanside, Calif. Action April 27.

■ On own motion, reopened record and scheduled hearing for 9 a.m., May 4, in proceeding on am applications of S&W Enterprises Inc., Woodbridge, Va., et al. Action April 28.

By Hearing Examiner Charles J. Frederick

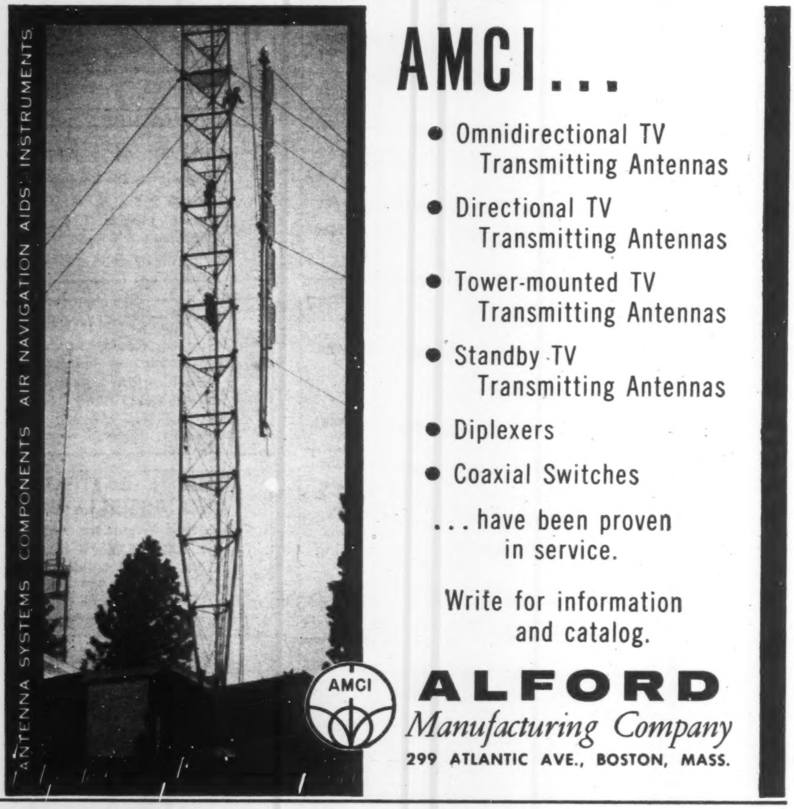
■ Granted petition (with supplement) by Niagara Bcstg. System (WNIA) Cheektowaga, N.Y., for leave to amend its am application to request change of power from 250 w to 500 w in lieu of 1 kw. Application is consolidated for hearing with Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action April 29.

■ Scheduled hearing for May 18 in proceeding on applications of Alvarado Tv. Co., Inc. (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV) Tucson, Ariz. Action April 29.

■ Granted joint request by applicants and continued from May 11 to June 1 date to file proposed findings and closed record in proceeding on applications of Alkima Bcstg. Co., Herman Handloff, and Howard Wasserman for new stations in West Chester, Pa., and Newark, Del. Action April 29.

By Hearing Examiner Walther W. Guenther

■ Granted request of First Presbyterian Church of Seattle, Wash., and continued prehearing conference from April 28 to May 13 in proceeding on its application for renewal of license of station KWT, Seattle, and applications of Washington State Univ.,



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for renewal of license of station KWSC and for mod. of license of station KWSC Pullman, Wash. Action April 26.

■ On own motion, scheduled prehearing conference for 2 p.m., May 6, in proceeding on applications of Paul J. Molnar and Ohio Music Corp., for new fm stations in Cleveland, Ohio. Action April 29.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by United Bcstg. Co., and designated various procedural dates in proceeding on its application for new am station in Beverly, Mass.—May 20 for exchange of exhibits constituting direct case and June 10 for prehearing conference. Action April 26.

By Hearing Examiner David I. Kraushaar

■ Scheduled special prehearing conference for May 3 in proceeding on am applications of Creek County Bcstg. Co., Sapulpa, Okla., et al. Action April 29.

By Hearing Examiner Forest L. McClenning

■ By order, formalized agreements reached at April 26 prehearing conference in proceeding on applications of Independent Bcstg. Co., and High Fidelity Music Co. for new fm stations in Darien, Conn., and Port Jefferson, N.Y.; continued hearing from May 16 to June 20. Action April 26.

■ Admitted into evidence applicant's exhibit AAES and closed record in proceeding on am application of Radio Americas Corp. (WORA) Mayaguez, P. R. Action April 28.

By Hearing Examiner Herbert Sharfman

■ On request by Broadcast Bureau and without objection by other parties, ordered that prehearing conference scheduled for May 10 at 10 a.m. will be held at 9 a.m. instead on same date in proceeding on applications of Wilmer E. Huffman, Francis C. Morgan, Jr., and Pier San Inc., for am facilities in Pratt and Larned, both Kansas. Action April 26.

■ On request by Lawrence W. Felt, Carlsbad, Calif., because of his proposed filing of petition for leave to amend which may obviate necessity for hearing, and without objection by other parties, continued hearing from May 2 to May 18 in proceeding on Mr. Felt's fm application and that of International Good Music Inc., San Diego, Calif. Action April 27.

■ Issued statement and order after prehearing conference in proceeding on applications of Clarence E. Wilson and Morton Bcstg. Co., for am facilities in Hobbs, N.M., and Morton, Tex.; scheduled dates which shall govern proceeding, and continued hearing from June 1 to June 28. Action May 2.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau, and extended to May 3 time for filing proposed findings and conclusions and to May 18 for filing reply findings in proceeding on application of Bay Area Electronic Assocs. for new am station in Santa Rosa, Calif. Action April 28.

■ Pursuant to agreements arrived at during April 29 prehearing conference, scheduled dates which shall govern hearings on evidence with respect to group 3, which will be heard in three steps, in consolidated am proceeding on applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al. Scheduled May 26 for hearing with respect to group 3. Action April 29.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 29

KMMJ Grand Island, Neb.—Granted acquisition of positive control by **Don Searle** through purchase of stock from **Harry A. Searle Jr.** and **Helen Searle Blanchard.**

KXXX Colby, Kans.—Granted acquisition of positive control of **Town & Farm Co.** by **Don Searle** through purchase of stock from **Harry A. Searle Jr.** and **Helen Searle Blanchard.**

WIBW Topeka, Kans.—Granted mod. of license to operate main trans. by remote control using DA-N, conditions.

KUEQ Phoenix, Ariz.—Granted mod. of license to change studio location and operate trans. by remote control using DA; conditions.

WEEI-FM Boston, Mass.—Granted mod. of license to change remote control point; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to; (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WTOP Washington, D.C.—Granted mod. of licenses to operate main and auxiliary trans. by remote control, daytime only; conditions.

WLAV-FM Grand Rapids, Mich.—Granted mod. of license to operate trans. by remote control.

K70BY, K77AD, K80AE Globe-Miami, Ariz.—Granted cps to change frequency from ch. 83 to ch. 70; ERP to 284.58 w; trans., type ant. and equipment changes; ERP to 172 w; type trans. and make changes in ant. system; ERP to 284.58 w; type trans., and make changes in ant. system.

***WEPS (FM) Elgin, Ill.**—Granted cp to change frequency to 90.9 mc; ERP 380 w; ant. height 24 ft.; install new trans.

WLYC-FM Williamsport, Pa.—Granted cp to increase ERP to 3.8 kw; decrease ant. height to 1,140 ft.; install new type ant. and make changes in ant. system; remote control permitted.

WPCT Putnam, Conn.—Granted cp to install new trans. (present trans. location) as auxiliary trans. with remote control operation from studios.

WHOM-FM New York, N.Y.—Granted cp to install new type trans. as alternate main trans. (present main trans. site); remote control permitted.

***WMTI (FM) Norfolk, Va.**—Granted cp to increase ERP to 12.5 kw and install new ant.

WEZL Richmond, Va.—Granted cp to make changes in ant. system.

WICE Providence, R.I.—Granted cp to make changes in auxiliary trans equipment, modify trans. and increase power.

KBEL Idabel, Okla.—Granted cp to install new trans.

WSPD Toledo, Ohio—Granted cp to install new trans.

KENS San Antonio, Tex.—Granted cp to install new trans. as alternate main nighttime, auxiliary daytime; remote control permitted while using non-DA.

KWG Stockton, Calif.—Granted cp to install new type trans.

WNDR Syracuse, N.Y.—Granted cp to install new trans. as auxiliary trans.

KRLD Dallas, Tex.—Granted cp to install new alternate main trans (present location of main trans.

WFRX West Frankfort, Ill.—Granted cp to make changes in ant. system (decrease height).

WRLX (FM) Hopkinsville, Ky.—Granted cp to make changes in trans. equipment; increase ERP to 16.5 kw; remote control permitted.

K71AU Salt Lake City, Utah—Waived secs. 4.701 and 4.731 of rules and granted mod. of cp to change ERP to 10.6 w and trans. ant. system.

WNAV Annapolis, Md.—Granted mod. of cp to change trans. to be used D and N (only 1 main trans.).

KZUN-FM Opportunity, Wash.—Granted mod. of cp to change type trans., type ant., and make changes in trans. equipment.

KNIA Knoxville, Iowa—Granted mod. of cp to change ant.-trans. and main studio location.

WESN North Augusta, S.C.—Granted mod. of cp to change type trans. and make changes in trans. equipment (frequency and modulation monitors).

KMIS Portageville, Mo.—Granted mod. of cp to change type trans.

WLDA Lucedale, Miss.—Granted mod. of cp to change ant-trans. and main studio location and make changes in ant. (decrease height) and changes in ground system.

WCSH Portland, Me.—Granted mod. of cp to change type trans.

KYNO Fresno, Calif.—Granted mod. of cp to use present trans. at night and new trans. for daytime (two main trans.).

WTBM-FM Tomah, Wis.—Granted mod. of cp to decrease ERP to 17.5 kw, change type ant. and make changes in ant. system.

WITA-FM San Juan, P.R.—Granted mod. of cp to make changes in ant. system; ant. 125 ft.

WLOM (FM) Chattanooga, Tenn.—Granted mod. of cp to decrease ERP to 38 kw; ant. height to 1,210 ft.; change type trans. and type ant.; and change location 500 ft. east of present site (same description).

KGGK (FM) Garden Grove, Calif.—Granted mod. of cp to increase ERP to 1 kw; decrease ant. height to 160 ft.; change type ant. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: KSWO-TV Lawton, Okla. to June 29; KXL Portland, Ore. to June 22; WOXF Oxford, N.C. to June 1; WIVI Christiansted, St. Croix, V.I. to July 1; KMIS Portageville, Mo. to November 25; WMOZ Mobile, Ala.

Continued on page 111

AUTOMATIC CONTINUOUS PROGRAMMING

COLLINS AUTOMATIC TAPE CONTROL

A press of a button is all it takes for complete and continuous programming with the Collins Automatic Tape Control. Tape recorded spots, announcements or programs are on the air, on cue, every time. No more threading, cueing or rewinding. Each modular rack holds 120 tape cartridges individually labeled, completely accessible. Cartridges for programming in segments from 40 seconds to 31 minutes. Contact your Collins representative for complete information.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Managers - commercial manager - salesman. Mid south chain has opening—experienced salesman with management potential—28-40—married, Liberal guarantee, rapid advancement, all moving expenses. Send resume, recent photo, Box 198A, BROADCASTING.

Station-sales manager. Small Chicago suburban operation. Need real "take-charge" man —strong on sales . . . become active in community. Salary and incentive. Must have small station management background. Write fully in confidence. Box 335A, BROADCASTING.

Wanted: Radio station manager. 1st license desirable but not required. Advancement opportunity. Salary and commission. Radio Station KVOU, Uvalde, Texas.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Due to shift in group operations, desirable sales position open to man with sufficient knowhow and energy to deserve it. Established high earnings account list, liberal guarantee and commission, outstanding fringe benefits. Top Pulse fulltimer in friendly, pleasant, prosperous Illinois city of 50,000. Congenial professional staff. Write Box 267A, BROADCASTING.

Local salesman for selectively programmed fm station greater New York area. Challenging opportunity. Guarantee and commission for right man. Resume, photo. Box 275A, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

New daytime station in Virginia desires experienced salesman with announcing ability. Above average salary plus commission for qualified man. Box 301A, BROADCASTING.

Small community station in northeast North Carolina needs salesman to take over sales department. Excellent future with family group. Must have good references. Also opening for live-wire newsman-announcer who wants to grow with progressive organization. Box 353A, BROADCASTING.

Small metroplitan type market in southwest has an opening for an aggressive time salesman. Guarantee against commission, ability to do some air work helpful. Send resume, salary requirements and photo. This is a permanent position for the right man. Box 356A, BROADCASTING.

Wanted, experienced salesman-announcer. Medium size competitive Virginia market. Base plus commission. Good potential for man who likes to sell. Minimum air work. Send photo and resume. Box 415A, BROADCASTING.

Remote studio manager—Salesman announcer with management capabilities. One additional employe at studio. Excellent earning potential proven. Contact Al Farber, KXGI, Fort Madison, Iowa.

Help Wanted—(Cont'd)

Sales

Enthusiastic and aggressive salesman with dj and/or production experience. Only stable, experienced, qualified apply. Number 1 ratings. CBS Network. Carl Hallberg, WDBO-Radio, Orlando, Florida.

Experienced salesman—$100 per week draw against commission up to twenty-five percent. WNCO, Ashland, Ohio.

$125 weekly guarantee for right man. Terrific opportunity for advancement at this Pulse rated #1 station. Send full details and photo. WWCO Waterbury, Conn.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Bright fast-paced dj ready for pd. #1 rated radio station in market of 150,000. Opportunity for television experience. Send tape, picture and resume Box 285A, BROADCASTING.

Immediate opening for steady, enthusiastic, modified top 40 deejay capable of maintaining number 1 rating in medium-sized midwest market. Send air check tape, a picture, background, references, and salary expected. Box 366A, BROADCASTING.

Immediate opening in expanding chain in mid-south for top, bright announcer or combo-man. Opportunity for advancement for the right man. Starting salary dependent on ability. Send tape, recent photo, and full resume to Box 371A, BROADCASTING.

Immediate opening for outstanding personality jockey with established, fast-moving midwestern am station. Above average spot for above average music man. Salary commensurate with your ability. Send full details and tape, to Box 372A, BROADCASTING.

If you are looking for outstanding working conditions, at a 'prestige' station; above average pay; in a pleasant community of 30,000 (in Virginia); if you are married and want to settle down, then this is the station for you. References will be carefully checked; credit record must be satisfactory. Opening now available. Box 381A, BROADCASTING.

Combo-announcer with first class license, for all night program. No maintenance, but news experience desirable leading Ohio Regional. Send resume past experience, tape, state salary expected and when available. Confidential. Box 401A, BROADCASTING.

Opening for announcer in midwest metropolitan CBS basic radio-tv station. This quality operation seeks mature, deep resonant voice. To qualify for audition, send tape immediately to Box 408A, BROADCASTING.

Solid air salesman with first phone for aggressive, smooth sounding station in beautiful California medium size city. Ideal climate. Our business: To serve, to service, to sell. Complete market and employment information in response to your resume, reference and 7½ rpm tape. Box 409A, BROADCASTING.

KBUD, Athens, Texas seeking experienced staff announcer.

Help Wanted—(Cont'd)

Announcers

Alert announcer with experience. Excellent working conditions with stable organization. Send photo, tape, resume to KFOR, Box 391, Lincoln, Nebraska.

Adult music station needs staff announcer with 1-2 years experience. Send tape, photo, references and resume to KILO, Grand Forks, North Dakota.

Announcer. Immediate opening for announcer: Ideal working conditions and chance for advancement: Contact Hoyt Caldwell, KLEA, Lovington, New Mexico.

1,000 watt independent fulltime operation desires top-flight announcer for morning show. Adult type programming. Send tape, resume, and photo to KSSS, Box 764, Colorado Springs.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Wanted: Announcer with first class ticket, maintenance not necessary. WAMD, Aberdeen, Md.

Immediate opening for announcer, voice to match Pleasant Sound CBS affiliate. Salary plus benefits. Send tape, photo, resume to Jim Holston, Program Director, WANE radio, Fort Wayne, Indiana.

Announcer, first ticket, Boston am-fm good Music Station. June 1st. 40-hour week. Emphasis on concert music. Resume, tape to R.A. Stuart-Vail, Program Director, WCRB, Box 288, Boston 54, Mass.

DJ with production experience. Send tape with letter including background, experience, picture, complete details. TV ability desirable, not necessary. CBS Network, Number 1 radio and tv. Carl Hallberg, WDBO-Radio, Orlando, Florida.

Smooth morning man, strong on news, with 3rd class ticket for enterprising 1000 watter. Send tape, photo and resume in first letter to WDDY, Gloucester, Virginia.

Personality dj for 5 kw fast moving format operation. Some news. Springboard for major markets. Rush tape immediately or phone. Jim Duncan, WGGH, Marion, Illinois

Need experienced staff announcer. Immediate opening, 5,000 watt, WICA, Ashtabula, Ohio, on Lake Erie's shores.

Reliable, experienced announcer who knows good music. WICY, Malone, New York.

Attention Mississippi! Wanted, announcer-morning man. Will also consider announcer-engineer. Can use sports ability. Joe Phillips, WSSO, Starkville, Mississippi.

New station needs two disc jockeys and two salesmen. Fast paced, modern sound—experienced only. Tape, photo, resume W-WOW, Conneaut, Ohio.

Bartell Group wants intelligent, bright-sounding announcer with tight production experience. Send tape to Box 105, Madison 1, Wisconsin.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Help Wanted—(Cont'd)

Announcers

California calling. If you are a versatile announcer with first phone who wants to work in stable operation in a lovely town of 45,000 that features network and local news plus good listenable music, then let's exchange information. You tell us all about yourself with complete resume of experience, references and send tape cut at 7½ rpm with commercials, short news, music intro and ad lib. We will answer promptly with information on the most beautiful area of California, plus our salary, fringe benefits and major medical plan, send to Foy Willing, P.O. Box 1651, Salinas, California.

Technical

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

Enterprising independent station in Virginia needs engineer-announcer. First class ticket essential, announcing secondary. Short hours, salary commensurate with experience. Reply Box 344A, BROADCASTING.

Chief engineer - announcer - 1000 W - DAD Michigan station. Maintenance ability and announcing experience. Want man looking for permanent location and chance for advancement. Send resume, photo, and tape to Box 346A, BROADCASTING.

Chief engineer for eastern Pennsylvania, 5 kw radio station. Directional experience necessary. Reply to Box 362A, BROADCASTING.

Rocky Mountain west vacation land. Engineer-announcer, starting salary $115.00 per week. KRTN, Raton, New Mexico.

Beginner with first class license for transmitter duty. Chance to gain experience. Must have car. Contact Leo A. Jylha, WBCM, Bay City, Mich.

Engineer with first class ticket. Transmitter duties plus some studio work in Monroe, Michigan. Contact Irv Laing, WQTE, 1260 Library Place, Detroit 26, Michigan, Woodward 2-0900.

First phone engineer for am-fm operation and maintenance. Must be experienced. WSBC, Chicago 12, Illinois.

Chief engineer for 2-tower directional under construction near Des Moines, Iowa. Some announcing required. Salary open. Opportunity for growth with rising corporation. Rush air check tape and detailed letter to Bob Betts, 6216 Holcomb, Des Moines.

Production-Programming, Others

Continuity. Experienced preparation of production spots. Must be able to write creative and selling copy. Permanent position, salary open. Ohio am, fm, tv. Detail past experience, references, salary expected and enclose samples of work and small photo. Confidential. Box 129A, BROADCASTING.

News directors and personnel. Have openings, now and future, for three-station chain midwest-southwest. Aggressive local operations. Tape, photo and resume necessary. Box 351A, BROADCASTING.

Experienced, energetic newscaster capable of supervising three man news staff, wanted by established, successful mid-western radio station. Emphasis on local news. If you are on the way up and interested in more money with an alert operation, send full details with tape, which we'll return, to Box 373A, BROADCASTING.

Program-production manager wanted. Large regional mid-west station offers a real opportunity for well-qualified, versatile man who can capably handle all phases of programming and production. Send complete qualifications, references and salary requirements to Box 384A, BROADCASTING.

Top sales and production personnel. KASE, Austin, Texas.

Help Wanted—(Cont'd)

Production-Programming, Others

WNXT, Portsmouth, Ohio needs experienced spot copywriter. Apply Manager.

News director with good music show delivery, to gather and write local news, pull afternoon music show and evening news block. Must be sober, steady and experienced, prefer married man. Good pay. Pleasant working conditions. Contact Mr. Merchant, WPRW, Manassas, Virginia. Empire 8-3108.

RADIO

Situations Wanted—Management

Management team available. 36 years combined management and all departments. Versatile. Operate small staff. Outstanding sales and programming. College background. First phone. Presently employed. Interested position with profit potential—preferably mid-Atlantic states. Box 248A, BROADCASTING.

Manager. Two station experience. Handle national, local sales. Family man. Box 252A, BROADCASTING.

I want radio management—midwest market. Experienced all phases. Now employed five station market. Best references. Box 259A, BROADCASTING.

Thoroughly experienced and successful in competitive sales—sales management—programming—administration—18 years. BA degree; 36, high-type. For past year, assistant manager—salesmanager in 25-station, 1½ million market. Present opportunity for advancement too limited. Can produce efficient, high-caliber, profit-making operation in larger or small market. Have done it; am doing it. Box 343A, BROADCASTING.

West. Manager-chief engineer for small station. Age 39. 10 years radio. Now employed. Box 345A, BROADCASTING.

Owners. Switch to profitable adult programming with reliable, sober family man offering turnkey job backed by 15 years in broadcasting - ownership - rep - agency. Box 367A, BROADCASTING.

Attention, station owners: Want position as general or commercial manager in Texas, preferably within 100 miles of Abilene. Over 20 years successful radio experience, all phases. Will be free to travel June 1st to look over Texas radio opportunities. Stable financial position, excellent business and personal references. Active in civic affairs, past president Chamber of Commerce, Lions Club, etc. Guarantee to produce results in real American money. Potential market more important to me than present station revenue. Married, 4 teenage youngsters, one starting Abilene Christian College in Fall. Box 379A, BROADCASTING.

Will manage your radio station and make you profits, 30 years experience. Box 391A, BROADCASTING.

Sales

Next step—Young, energetic, college grad four years major network experience seeks future in radio sales. Box 334A, BROADCASTING.

Sales manager—for am or tv station. Top sales record in one of nation's largest markets last three years running. Experienced local, regional, national sales. Will relocate. Available in 90 days. Write Box 365A, BROADCASTING.

$2500 monthly radio sales wants Chicago area location radio or tv sales. Age 29, male, presently employed, writing background. Box 390A, BROADCASTING.

Radio/tv sales/management. Ohio only. Ten years sales experience. College, family, top character/industry references. 35. Box 393A, BROADCASTING.

PD ten years experience, all phases radio. Some tv. 34, married, family. Wants better position in sales or pd. Available June 1. Box 405A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Young, married, veteran, some experience wishes chance to swing for lively station, available 10 June, POrter 2-1310, Clovis, New Mexico. Box 184A, BROADCASTING.

"Great" says Mrs. Allen; Bob more modest. Good voice, much potential, experience. Adult format; urban, persuasive sales delivery. No top 40 or shouter. Authoritative news delivery. Currently employed, have given notice. Hurry! Box 241A, BROADCASTING.

Morning personality. Not just dj, but dj with definite personality. Now earning $125. Worth every nickel. 5 years experience. Box 281A, BROADCASTING.

Announcer. Experienced. News, commercials, dj. Run board. Versatile. Will travel. Box 282A, BROADCASTING.

First phone announcer. 5 years experience including maintenance. All kinds of programming; vet, will travel. Box 283A, BROADCASTING.

Good man behind your mike? Good ironworker loyalty? Good tape editor? Meet another one. Box 394A, BROADCASTING.

Young announcer, good at news and sports. Pleasing personality. Box 330A, BROADCASTING.

Young, female dj-announcer. Can handle sales work also. Anywhere. Box 331A, BROADCASTING.

DJ-sportscaster-newsman. Four years experience. College graduate, 22. Available June tenth. Box 332A, BROADCASTING.

Announcer, experienced, sincere, versatile. Seeks radio/tv opportunity. Box 333A, BROADCASTING.

Daybreak man. Adult appeal. Genuine personality. Good news-desk, air. Box 395A, BROADCASTING.

Swinging personality or excellent adult appeal music master. Now working in major mid-west market. Young, married, reliable with perfect record. Desire south or southwest. Write Box 337A, BROADCASTING.

DJ, young, ambitious. Presently employed. Has schooling, desires top 40. Wants progressive organization. Box 339A, BROADCASTING.

Announcer: Experienced, vet, tight format, board, not a floater, prima donna. Box 350A, BROADCASTING.

Finished with the frost! Experienced announcer with wife wants to thaw out (and settle) in Florida, California or east. 26 years old veteran, college man, presently employed. Box 354A, BROADCASTING.

Good news-desk, air. Box 396A, BROADCASTING.

Eight years, solid references. Finest of radio background. Knows news and music. Veteran with college. Familiar with standard and formula radio. Operate board. Good solid experience. Box 360A, BROADCASTING.

AM-FM-TV announcer with 5 years experience in all phases air work looking for that permanent position with a future. Talented hard worker with good ratings tired of no-talent, no-overtime, no-raise and no-future job. Box 364A, BROADCASTING.

Adult appear. Genuine personality, clean, adult air. Want position offering advancement to news head. Top tape editor. Box 397A, BROADCASTING.

No money down—years to pay! Thoroughly experienced — announcing — news — sports programming — management. Excellent voice and delivery. Successfully established but desire larger market. Young, married, definite station asset. Box 320A, BROADCASTING.

The up-'n-at-'em am show for adult weightlifters and ironworkers. Pen, air news. Box 398A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer from upper midwest. College grad. Vet. 4 years commercial radio as news director, play-by-play of professional and college sports, dj with net-affiliate and indie. Tends to business and gets along. Require $150 per week, upper midwest outlet, consider pd work. No format station. Presently employed. Top references. Box 369A, BROADCASTING.

Announcer-producer, also news dj and write copy. Have ten years experience. Reliable family man. Would prefer east. Box 370A, BROADCASTING.

Female, now doing radio air work interested in relocation. Tape on request. Box 375A, BROADCASTING.

Personality deejay with ideas, enthusiasm, production know-how, four years. Experienced McLendon, pd top ratings quarter million market. Wish to relocate. East. Married. Box 377A, BROADCASTING.

Announcer with first class ticket. Well experienced. Medium market preferred. Less than $125 weekly not considered. Now employed, excellent references. Box 378A, BROADCASTING.

Top negro dj—Experienced. References. College. Vet. Travel. Box 399A, BROADCASTING.

Live-wire morning man, now working for 5 kw leading New England station desires change. Married. Good references, dependable. Box 414A, BROADCASTING.

Top c/w dj available immediately, know and love it extensively also news. Please write Box 73, Burnside, Illinois.

Good announcer with versatility. Presently major market. Available immediately. Southern Ohio area. Tweed 1-3837 in Cincinnati.

Tv or radio announcer. 2½ years experience. Married. Available immediately. Prefer midwest. Call or write Joe Galvan, 160 Railroad Ave., Moline, Illinois. 2-4575.

6 years r&tv experience, young, single. Available June 1. Gene Johnson, 663 5th Ave., New York City.

Experienced top flight dj, metropolitan experience, desire major east coast market will consider west. Versatile, creative, cooperative. Desire position by July 1, 1960. Contact Bob Mitchell, Radio KMOR, 140 Woodlawn Center, Littleton, Colorado.

Announcer, 25, college grad, vet, handle news, commercials, dj, copy, own board. Limited experience, unlimited ambition. Stan Nevins, 152 E. 96th St., Brooklyn 12, N.Y. PR 3-1351.

Unforeseen circumstances make an eight year veteran available as a summer replacement . . . Ohio . . . Telephone Tweed 1-3837 in Silverton, Ohio.

Technical

Experienced engineer desires permanent position in radio or television. No announcing. Available immediately. Box 264A, BROADCASTING.

First phone, 5 years experience in maintenance and announcing. Vet, will travel. Box 284A, BROADCASTING.

First phone: AB, 25, vet. Good voice, reliable. Pop music expert desires summer replacement job. Experience main objective. Box 336A, BROADCASTING.

Engineer, experienced all phases, desires 40 hour week in midwest. Box 359A, BROADCASTING.

First phone, 10 years experience am including directionals, also some tv and fm, 4 years aircraft electronics. Box 411A, BROADCASTING.

Production-Programming, Others

Versatile woman seeks opportunity live market. Experienced selling, creative sales writing, broadcasting: Civic-minded, ethical. Box 338A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced radio agency copywriter-traffic. Employed and available. Midwest only. Box 340A, BROADCASTING.

Experienced news man ready for larger market, preferably in north-east. 6 years experience. Family man, steady, reliable and capable. Box 342A, BROADCASTING.

Need your radio-tv department organized, reorganized?—Prize-winning newsman with wide experience, mature judgment and initiative offers ability to handle staff for superior news coverage. Prefer community where competition is stiff or can be made so. Radio, news syndicates, dailies experience. Box 348A, BROADCASTING.

Six years experience, family man, currently pd. Prefer N.Y.-Conn. Box 374A, BROADCASTING.

Energetic staff of leading Texas am—seeking new home under competent management! Program director-dj's-Pd-salesmen and engineer. Take 1 or take all. Box 382A, BROADCASTING.

Good music popular to classical pd. Thoroughly experienced. Currently fm. Can take charge fm or am as pd or station manager. Permanent. $125.00. Married, veteran, 29. Californian, prefer stay west. Box 385A, BROADCASTING.

Bonanza available. Entire McLendon trained staff will move as complete unit. Unit includes pd, 7 mature air personalities, production director, news director, complete news staff. Now dominant #1 in top twenty market. Represents 128 years experience with McLendon. Available within thirty days. Box 387A, BROADCASTING.

Would like position on west coast. Radio or tv. Have BS degree in r-tv. Two years commercial experience. Age 27, married, and veteran. Am present pd at 1000 watter in Illinois. Can sell, write, produce, and have good air voice. References, picture, and tape on request. Need minimum of $500 to move. Write Box 392A, BROADCASTING.

PD 10 years, radio, all phases, some tv. 35, married, family. Want adult music format. Prefer midwest, available June 1. Box 406A, BROADCASTING.

Lively, imaginative beep minded news director and newscaster looks for progressive station in expanding maket. Box 413A, BROADCASTING.

TELEVISION

Help Wanted—Sales

Medium market vhf network station needs sales manager who will call on national agencies plus direct local salesmen. Travel will take up 50% of your time. Excellent future for selling sales manager. Incentive plan. Must be stable married man who wants to become a part of a growing community. Send resume with billing figures to Redd Gardner, General Manager, KCRG-TV Cedar Rapids.

Top rated mid-west station (WSBT & TV) offers opportunity in sales for the man ready to move to larger, expanding market. Prefer one or two years experience but will consider college graduate if veteran or draft exempt. Many excellent benefits. Write personnel director, South Bend Tribune, South Bend 26, Indiana.

Announcers

Staff announcer for on-camera television commercials. Authoritative basic selling voice and ad lib ability essential. Live news and weather experience desired. CBS affiliate. Top salary. Send photo and full experience. Box 317A, BROADCASTING.

Wanted, top-flight reporter-newscaster. On-camera presentation first consideration. Send picture, tape, resume and salary requirements. Box 376A, BROADCASTING.

Immediate opening in top northwest station for first phone announcer. Booth and live work. Send resume, tape and photo to KREM-TV, Spokane, Washington.

Help Wanted—(Cont'd)

Announcers

VHF all networks needs all-around tv announcer for on-camera commercial news, mc, etc. Prefer background in secondary market tv. Opportunity to advance in production and directing. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, tape and snapshot. Apply Marshall Pengra, KLTV, channel 7, Tyler, Texas.

Technical

Need tv relief engineer for studio and transmitter duty. Experience not necessary but must be sharp. Box 303A, BROADCASTING.

Technical operator, southeastern vhf--permanent position. Master control operating and maintenance experience of specialized schooling required. Full company benefits. Box 316A, BROADCASTING.

Engineer—with first phone, needed immediately. Write Box 314, Elmira, N.Y.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Country's most modern midwest television station wants tv director with first class engineering license. Position open immediately. Send resume to Box 297A, BROADCASTING.

News director. State capital vhf operation in southeast seeks professionally trained, experienced newsman to head well organized news department and personally handle prime early evening newscasts. Station owned by long established company which places strong emphasis on news. Pleasant working conditions. Good salary. Group insurance and pension plan. Present news director leaving to accept unusual big market opportunity. Interested parties please present application including photo, promptly to Box 315A, BROADCASTING. All applications acknowledged.

Program director to plan, direct and coordinate all live commercial and public service programming on basic CBS station in mid-west. Past pd experience in commercial television operation necessary. Include full details first letter. Excellent opportunity and salary to right man. Box 318A, BROADCASTING.

Publicity director: idea man to promote and merchandise basic CBS station. Writing and tv station experience essential. Top salary and fine opportunity in excellent market. Give full details in your reply. Box 319A, BROADCASTING.

Experienced film editor. Florida vhf. Give references and salary requirements. Box 355A, BROADCASTING.

TELEVISION

Situations Wanted—Announcers

Newscaster: Award winning, experienced, exacting. Immediately available after 5 years before the lens. Single, willing to relocate. Kine and resume. Box 380A, BROADCASTING.

Technical

Competent studio operations interns completing comprehensive technical and production training seeking employment. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

News. On-camera, editing, SOF, special events, awards, 13 years. Box 251A, BROADCASTING.

Successful radio newsman seeks television opportunity. Currently employed at top radio station in top ten market. Fully experienced in writing, interviewing, and handling major on-air accounts. Married. Children. References. Radio-television combination acceptable. Box 290A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production manager in one of top ten markets. Ten years tv experience in all phases of production, direction, and programming. Desire position as program director in smaller market. Would consider production manager in larger market. Box 341A, BROADCASTING.

Will graduate New York University Department of Television, Motion Pictures and Radio June 8th—also on instructional staff. Qualified for any in-studio position-own switching. Sincere, hard worker. Resume, references. Box 352A, BROADCASTING.

News reporter, writer, 'caster, some photo work, 4½ years experience, seeks challenging tv work. Box 388A, BROADCASTING.

Married college graduate desires direction or production position in farm or public service. 4 years experience in production and announcing. Academic education in broadcasting. Prefer mid-west. Box 404A, BROADCASTING.

FOR SALE

Equipment

1 RCA 70-D tt. with microgroove and standard pickup 45 rpm conversion $3.25. 1 RCA 70-D standard pickup $175. 2 RCA 76-B2 consolettes 1 manual 2 schematics, first one gets manual, $485 each. Box 358A, BROADCASTING.

FM 3 kw Collins transmitter available from major east coast city within 20 days. Good condition, sold as is. Best offer over $4000.00. Box 386A, BROADCASTING.

Raytheon filament transformers-10 V, also chokes. Keep a spare. Box 403A, BROADCASTING.

Two Presto PB-17 playback machines with Presto preamps. Speed 3¾ and 7½ ips. Excellent condition. Reasonable. Box 407A, BROADCASTING.

550 foot Blaw-Knox self-supporting H-21 tower. Designed for fm and tv antennas. Dismantled, ready to ship. $15,000. Box 412A, BROADCASTING.

General Electric studio-transmitter link model BT-9-A frequency 920—960 MC with one dish antenna, $2500.00 fob Atlanta, Georgia. Federal Telephone and Radio Corporation field intensity meter model 101C $300 (excellent). WAVO, Box 25, Avondale Estates, Georgia, Drake 8-8808.

5 kw RCA fm transmitter now working. Will be available within thirty days, $6500.00. Contact WCLM, 333 North Michigan Avenue, Chicago, Illinois, St 2-4872.

1 kw Gates BC1E transmitter. Rust remote control. Antenna coupling. Available as package or individually. Excellent condition. Price right. WEEB, Southern Pines, N. C.

CH 2 tv GE TT6 transmitter, associated gear. Pair GE Synchrolite and pair GPL PA-100 projectors. WTHS-TV, 1410 NE 2 Ave., Miami, Florida.

Buy, sell or trade also new and used towers. Special 150′ am self-supporting. Ready to ship $1,000.00. P.O. Box 55, Greenville, N.C.

Recorder, tape, MCM2C, manufacturer Berlant convertone, amplifier, BR2. Condition: good. Recorder, tape, M90A, manufacturer Magnecord, amplifier M9OC. Condition: good, used about 20 hours. Armour Research Foundation, 3329 So. Wabash Ave., Chicago 16, Illinois. Phone: Calumet 5-9600, ext. 728, J. Wiet.

Complete line of test, monitor, transmitting, film, STL and studio units. Advise us of needs. Electrofind, 550 Fifth Ave. N.Y.C.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

FOR SALE

Equipment—(Cont'd)

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

In warm climate. Profitable operation in market over 50,000. Finances available for good property. Response held confidential. Box 389A, BROADCASTING.

Responsible broadcaster interested in leasing Texas small market station. Purchase option desired. Box 402A, BROADCASTING.

Equipment

Wanted to buy—1⅝" co-ax, rigid transmission line. Send full information to Box 860S, BROADCASTING.

Need three GE-7D21 power output tubes in good usable condition. KOBY, 340 Mason, San Francisco, California. Attention: Ken Warren.

Wanted 12 kilowatt uhf tv transmitter and associated equipment. Contact Thomas A. Barr, WAFG-TV, 1000 Monte Sano Blvd., Huntsville, Alabama.

We are looking for an RF bridge and RF oscillator in good operating order. Please reply by phone or wire to Kenneth Tetzloff, Chief Engineer, WEAQ, Eau Claire, Wisconsin. Temple 2-9766.

Tower wanted. 150 ft. self-supporting (not guyed). Within reasonable trucking distance. WTXL, West Springfield, Massachusetts.

5810 I.O. and channel 10 ten kw antenna. Any test, studio or transmitting equipment, including tubes. Electrofind, 550 Fifth Avenue, N.Y.C.

Federal 101-C field measuring set. Must have high frequency loops. State condition and price. Charles B. Persons, 3702 East Lake Street, Minneapolis 6, Minn.

TP-16 projector. UHF transmitters in any cond. for use as RF power sources. VHF transmitters 500W, 5 and 10 kw. Also cameras, studio equipment, broadcasting equipment for sale. Technical Systems Corp., 12-01 43rd Avenue, L.I.C. 1, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC Licenses, six-week course. Ninety percent pass license examinations the first time taken. Next class June 13th. Free literature. Pathfinder, 510 16th St., Oakland, California.

INSTRUCTIONS

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

BUSINESS OPPORTUNITIES

If you have $4000.00 and are interested in forming a broadcasting corporation to purchase radio station, contact me immediately. 8015 N. Buchanan, Portland, Oregon.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

EXCEPTIONAL EXECUTIVE OPPORTUNITY

—No Figureheads Needed—

Major publishing company seeks broadcasting executive to head newly acquired multiple station organization.

This man must be a sales-trained, shirt-sleeve, top management exec who knows small and medium market operations, can supervise all phases, is known at agency level, alert to today's radio trends and capable of maintaining an efficient, profitable group operation.

Give complete information in resume, including salary requirements. All replies held in strictest confidence.

Box 383A, BROADCASTING

Sales

LIFE OPPORTUNITY

Salesmen and D.J.'s

Top station major market wants 2 young salesmen for future executives. College, ability, willing to work.

2 big time D.J.'s for top shows. College, ability, personality.

Adding to staff and desire outstanding people. Give complete details.

Box 234A, BROADCASTING

Help Wanted—(Cont'd)

Production-Programming, Others

IS THERE SUCH A MAN?

RADIO STATION IN ONE OF TOP CALIFORNIA CITIES NEEDS PROGRAM DIRECTOR. MUST HAVE:

1. FIRST CLASS LICENSE
2. GOOD ANNOUNCING VOICE
3. PRODUCTION AND COPY EXPERIENCE.

EXCELLENT PAY. SEND DETAILS AND TAPE IN REPLY:

BOX 361A, BROADCASTING.

RADIO

Situations Wanted—Management

My 17 years in all phases helped lead Texas daytimer from loser to winner in 20 months. Would like to do the same for station in Texas, Arkansas, Louisiana, or Missouri, if part ownership possible. Professional air, news, programming, sales record.

Box 347A, BROADCASTING

LEASE YOUR STATION?

Successful manager desires to lease or will manage percentage basis small market station. California property preferred but will consider any West Coast location.

Box 368A, BROADCASTING

TELEVISION

Help Wanted—Sales

SALESMAN-ANNOUNCER TV

Need one each for Wisconsin, Indiana, S.C., Arizona plus 2 additional markets. Draw against 25% commission, plus car allowance. Must be available immediately. Phone Mr. Newman, Petersburg, Va., Regent 3-6394 or write:

Box 349A, BROADCASTING

FOR SALE

Equipment

Want a BRAND NEW "One"?

Gates BC-1T 1 KW AM transmitters are in stock for immediate delivery, factory tested to your frequency. Terms where desired. Want to trade?

GATES RADIO COMPANY

Quincy, Illinois

WANTED TO BUY

Stations

WILL BUY SINGLE MARKET STATION GROSSING $60,000-$100,000

Ready to move and operate myself. Experienced. No brokers. Will acknowledge all replies. Confidential, S'Help Me!

Box 363A, BROADCASTING.

MISCELLANEOUS

D-J'S COMEDY MATERIAL D-J'S

New, Original, Timely, Sharp. Hundreds, one liners, jokes production bits — wit — etc. Never heard before—The greatest. Top D-J's U.S. and Canada, using.

Over 50 typewritten pages . . $5.00

Money Orders to:

LES CARTER PRODUCTIONS
82 Bellevue Ave.
Toronto, Canada

BROADCAST PRINTING

Continuity Paper **4 40/100 per 1000**

Minimum order 5000

16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

FREEBERN PRESS, INC.
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Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS

John A. Moseley Associates
Box 3192 Woodland 7-1469
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Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

***WANTED:* MAJOR MARKET TV STATION**

Interested in boosting yearly sales and raising local program standards. Entertainer with millions of teenage followers in schools and colleges willing to establish daily live features, created by top writers, in major market on permanent basis. Available June. Write:

Box 400A, BROADCASTING

FOR SALE

Stations

Calif.	Single	250w	$65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
Fla.	Small	250w	53M	15 dn.
Calif.	Small	1kw-D	69M	29% dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Medium	5kw	230M	29% dn.
N.Y.	Medium	1kw-D	105M	cash
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
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CALIFORNIA EXCLUSIVE — Unique four station buy in leading Southern California markets. Price for all stations **$750,000** including $150,000 worth of real estate.

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CALIFORNIA EXCLUSIVE—Southern 500 watt daytimer in growing market **$150,000.** A 250 watter fulltimer **$75,000** with 29% down—$300 a month. **ARIZONA EXCLUSIVE** 1000 watt daytimer **$60,000**—Low down, easy terms. FM stations in **OREGON-WASHINGTON-CALIFORNIA**

WILT GUNZENDORFER AND ASSOCIATES

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Licensed Brokers—Financial Consultants
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Mid-West Medium fulltimer. Big moneymaker. Valuable real estate and office-studio bldg. included at $165,000 29% down.—Rocky Mt. single regional daytimer. In the black. $42,500 29%. To buy or sell stations, contact PATT McDONALD CO., Box 9266, Austin, Texas. GL. 3-8080—or Jack Koste, 60 E. 42nd, NY 17, NY. MU. 2-4813.

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INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Continued from page 105

to July 3; WAXU Georgetown, Ky. to May 31; WSB Atlanta, Ga. to Aug. 10; KCRA-FM Sacramento, Calif. to Oct. 1; WFBG-FM Altoona, Pa. to Sept. 1; KLAC-FM Los Angeles, Calif. to Nov. 2; WICA-FM Ashtabula, Ohio to July 1; WBAA-FM West Lafayette, Ind. to Nov. 10; KSTN-FM Stockton, Calif. to Aug. 31; KXQR(FM) Fresno, Calif. to Oct. 30; KOOL-FM Phoenix, Ariz. to Aug. 15; KIHI Tulsa, Okla. to Aug. 15; KUTE Glendale, Calif. to May 31; WAVQ Atlanta, Ga. to Nov. 1; KAPE San Antonio, Tex. to July 1; WMRT Lansing, Mich. to Sept. 22; WKNA Charleston, W. Va. to July 1; WSLM-FM Salem, Ind. to Aug. 1; WGGM (FM) Taylorville, Ill. to Aug. 16; W74AB Springfield Tv. Bcstg. Corp., Athol, Mass. to Nov. 1.

WATN Watertown, N.Y.—Granted extension of authority to remain silent for period ending June 1.

KCRT Trinidad, Ohio—Granted extension of authority to sign-off at 8 p.m., MST, for period ending July 29.

KXXI Golden, Colo.—Granted authority to remain silent for period of 90 days.

Actions of April 28

KYND Tempe, Ariz.—Granted assignment of cp to KYND Radio Corp.

KMBC, KFRM, KMBC-TV Kansas City, Mo.—Granted assignment of licenses to Cook Bcstg. Co.

***WMUB-TV Oxford, Ohio**—Granted license for noncommercial educational tv station.

***KNME Albuquerque, N.M.**—Granted license covering changes in noncommercial educational tv station.

***WEDU (TV) Tampa, Fla.**—Granted license covering changes in noncommercial educational tv station.

***WBIQ (TV) Birmingham, Ala.**—Granted license covering changes in noncommercial educational tv station; ERP aur. 21.4 kw.

***WTHS-TV Miami, Fla.**—Granted license covering changes in noncommercial educational tv station and redescribe trans. location.

WCOG Greensboro, N.C.—Granted license covering installation new transmitter.

***WCIQ (TV) Munford, Ala.**—Granted mod. of license to change station location to Mt. Cheaha State Park, Ala.

KTTV (TV) Los Angeles, Calif.—Granted mod. of license to change name to **Times-Mirror Bcstg. Co.** (main trans. & ant. & aux. trans. & ant.).

KENN Farmington, N.M.—Granted mod. of license to operate trans. by remote control using DA-N; conditions.

WISC-TV Madison, Wis.—Granted mod. of license to change name to **Television Wisconsin Inc.**

WDSU-TV New Orleans, La.—Granted mod. of license of auxiliary trans. and ant. to delete auxiliary trans. and specify auxiliary ant. only.

WTAR-TV WTAR Radio Corp. Norfolk, Va.—Granted mod. of license to change name to **WTAR Radio-TV Corp.**

FOR SALE

Stations

ROCKY MOUNTAIN

Full time. Exclusive. Did $72,000 last year. Gross for last five years has averaged $80,000 a year. Profitable and would be more so if it were not absentee owned. Asking $90,000 with 29% down.

Many Other Fine Properties Everywhere.

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Suite 600-601
6381 Hollywood Blvd.
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***WXPN (FM) Philadelphia, Pa.**—Granted cp to install new trans. and specify ERP as 1.50 mc, and ant. height 145 ft.; remote control permitted.

WKCT Bowling Green, Ky.—Granted cp to install new type trans.

WGBS-FM Miami, Fla.—Granted mod. of cp to change type trans. and make changes in trans. equipment.

KPRI (FM) San Diego, Calif.—Granted mod. of cp to increase ERP to 24.5 kw; decrease ant. height to 230 ft.; change ant.-trans. and studio location, change type trans. and type ant. and make changes in ant. system.

KADL Pine Bluff, Ark.—Granted mod. of cp to change type trans.

KHIT Walla Walla, Wash.—Granted authority to sign-off at 6 p.m. for period May 1 through Aug. 31.

■ Following stations were granted extensions of completion dates as shown: WPTZ (TV) North Pole, N.Y. to Nov. 1; KOOO Omaha, Neb. to July 30; WEMP-FM Milwaukee, Wis. to Sept. 22; WYSR Franklin, Va. to Oct. 31; KTEM Temple, Texas to July 25; KLFM (FM) Long Beach, Calif. to June 30; WWCH Clarion, Pa. to Aug. 31; WEBR-FM Buffalo, N.Y. to June 1; WYSL-FM Amherst, N.Y. to Sept. 17.

Actions of April 27

KSIB Creston, Iowa—Granted cp to install new type trans.

WFEU Reading, Pa.—Granted cp to install new type trans.

KPOP Los Angeles, Calif.—Granted mod. of cp to change type trans.

WYSL Amherst, N.Y.—Remote control permitted.

■ Following station was granted extensions of completion date as shown: KIMN Denver, Colo. to May 3.

Actions of April 26

WFLN-AM-FM Philadelphia, Pa.—Granted assignment of license to **Franklin Bcstg. Co.**

WDJD (FM) Warwick, R.I.—Granted extension of completion date to Sept. 30.

KCHR Charleston, Mo.—Granted authority to sign-off at 6 p.m., CST, for period through Aug. 31, except for special events when station may operate to licensed sign-off time.

WOCH North Vernon, Ind.—Granted authority to sign-off at 6 p.m., CDST, for period ending Aug. 31.

WPKY Princeton, Ky.—Granted authority to sign-off at 6 p.m., CST, for period through Aug. 31, except for special events when station may operate to licensed sign-off time.

KDUZ Hutchinson, Minn.—Granted authority to sign-off at 7 p.m. for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

KXGI Fort Madison, Iowa—Granted authority to sign off at 7 p.m. CDST, for period May 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

Actions of April 25

W76AA Frostburg, Levale & Cresapton, Md.—Granted mod. of cp to change ERP to 920 w, and make change in ant. system of tv translator station.

WCNX Middletown, Conn.—Granted authority to sign-off at 6 p.m., EST, for period May 1 through Aug. 31.

WCFR Springfield, Vt.—Granted authority to sign-off at 7 p.m., EDST, for period ending Sept. 30.

WPDR Portage, Wis.—Granted authority to sign-off at 6 p.m., CST, for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

WCMY Ottawa, Ill.—Granted authority to sign-off at 7 p.m., CDST, for period May 1 through Aug. 31, except for special events when station may operate to licensed sign-off time.

■ Following stations were granted extensions of completion dates as shown: WSTE (TV) Fajardo, P.R. to Nov. 18; WKOP-FM Binghamton, N.Y. to July 1; WJW Cleveland, Ohio to Nov. 2; WOGA Chattanooga, Tenn. to Oct. 19.

Actions of April 22

WINZ-FM Miami, Fla.—Granted mod. of cp to decrease ERP to 18 kw; ant. height to 145 ft.; change ant.-trans. location (studio location); type trans. and type ant. and make changes in ant.

WKMH Dearborn, Mich.—Granted authority to transmit programs from Briggs Stadium, Detroit, Mich., and other American League baseball parks via WKMH Dearborn, Mich. to CFRA Ottawa, Ontario.

Action of April 11

WXYZ-TV Detroit, Mich.—Granted license covering change in trans. and studio locations of auxiliary trans. and ant.

License Renewals

■ Following stations were granted renewal of license: WABY Albany, N.Y.; WALK Patchogue, N.Y.; WALY Herkimer, N.Y.; WCLI Corning, N.Y.; WEHH Elmira Heights-Horseheads, N.Y.; WFAS White Plains, N.Y.; WHBI Newark, N.J.; WHLI Hempstead, N.Y.; WHUC Hudson, N.Y.; WIRY Plattsburg, N.Y.; WJLK Asbury Park, N.J.; WLSV Wellsville, N.Y.; WMSA Messena, N.Y.; WRUN Utica, N.Y.; WSNY Schenectady, N.Y.; WWNY Watertown, N.Y.; WALK-FM Patchogue, N.Y. WCLI-FM Corning, N.Y.; WFAS-FM White Plains, N.Y.; WMSA-FM Massena, N.Y.; WRUN-FM Utica, N.Y.; WCNY-TV Carthage, N.Y.; WKTV (TV) Utica, N.Y.; WOTW-AM-FM Nashua, N.H.; WLAV-FM Grand Rapids, Mich.; KFST Fort Stockton, Tex.; WLIS Old Saybrook, Conn.; WBEC Pittsfield, Mass.; WIBR Baton Rouge, La.; WAAB Worcester, Mass.; WORC Worcester, Mass.

PETITIONS FOR RULEMAKING

KBAK-TV Bakersfield, Calif.—Requests that ch. 10 be deleted from Bakersfield and allocated to Santa Barbara and that ch. 45 be allocated to Bakersfield in lieu of ch. 10. Further requests that Marietta Bcstg. Inc., licensee of KERO-TV, be ordered to show cause why its license should not be modified so as to substitute ch. 45 for ch. 10, presently assigned to it. Ann. April 29.

Daytime Bcstrs. Gainesville, Tex.—Requests amendment of rules with respect to emergency operation by daytime, limited time or specified hours standard broadcast stations, so that such stations may operate at times other than those authorized in their licenses or permits during periods when severe weather conditions prevail in such stations' service area by addition of sec. in part 3 as follows:

Sec. 3.98. **Operation During Emergency.** Licensee of daytime only, limited time or specified hours standard broadcast station, or permittee of such station operating under program test authority, during period of emergency or imminent emergency due to hurricane, flood or other severe weather conditions or from earthquake or similar disaster affecting community in which station is located, may operate at times other than those specified in license or permit in order to, and to extent necessary to meet public necessity or to prevent or alleviate serious public inconvenience or hardship which might result in absence of such operation; provided (a) that as soon as possible after beginning of such emergency operation, notice be sent to commission at Washington, D.C., and to engineer in charge of district in which station is located, stating nature of emergency and use to which station is being put and (b) that emergency operation will be discontinued as soon as conditions requiring such operation are no longer present, and (c) that commission at Washington, D.C., and engineer in charge shall be notified immediately when such emergency operation is terminated; and provided further (d) that commission may at any time order discontinuance of any emergency operation undertaken under this section.

Further requests, in event rulemaking is not instituted, issuance of appropriate declaratory ruling clarifying situation so that restricted hours stations will be assured that type of emergency operation therein discussed and covered by proposed rule is permissible. Ann. April 29.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

810 Kc

CFAX Saanich, B.C.—1 kw ND, D

1050 Kc

CJIC Sault Ste. Marie, Ont.—10 kw D, 2.5 kw N, DA-N, unl. (PO: 1050 kc, 0.25 kw ND.)

1070 Kc

New, Kamloops, B.C.—10 kw D, 1 kw N, DA-N, unl.

New, Vancouver, B.C.—10 kw DA-2, unl.

1340 Kc

CKAR-1 Parry Sound, Ont.—0.25 kw ND, unl.

1350 Kc

CKLB Oshawa, Ont.—10 kw D, 5 kw N, DA-2, unl.

1470 Kc

CFOX Pointe Claire, P.Q.—1 kw DA-2, unl.

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56TH ANNUAL INTERNATIONAL CONVENTION

JUNE 5-8, 1960—HOTEL ASTOR, NEW YORK

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HEAR FTC Chairman Earl W. Kintner; Noted educator-anthropologist Dr. Margaret Mead; John P. Cunningham, Chmn., Cunningham & Walsh, Inc., discuss "*Self Regulation in Advertising.*"

HEAR Creative Session Speakers: Max Freedman, Washington Correspondent, *The Manchester Guardian;* Al Capp, creator of "*Li'l Abner*"; Walter Guild, Pres., Guild, Bascom & Bonfigli; and other speakers, other subjects of special interest.

PLUS ENTERTAINMENT! New York in June is a World of Entertainment for You, for Your Wife; and ABC, CBS, NBC Networks present "*An Evening with Rodgers & Hammerstein.*" Star-studded stage show featuring music and artists from Oklahoma, South Pacific, Carousel, Flower Drum Song, Sound of Music and other Broadway hit shows of R&H. Last minute extra: Chevrolet's fabulous TV Fashion Show, with models wearing original creations from leading designers.

MAIL YOUR REGISTRATION NOW FOR TWO GREAT ADVANCE PACKAGE OPPORTUNITIES!

$60.00 Advance Package

Includes admission to all sessions, brunch, 2 cocktail parties, 3 luncheons, dinner-dance, entertainment for you.

$30.00 Wife's Advance Package

Includes admission to parties, brunch, entertainment, dinner-dance, and special trips for your wife.

Advance price applies only until May 29th

Advertising Federation of America
250 West 57th Street, New York 19, N. Y.

My check for $. . . . . covering Advance Registration for the 56th Annual AFA Convention, June 5-8, is attached.

CHECK TYPE OF REGISTRATION DESIRED

☐ Package Registration—$60

☐ Wife's Package Registration—$30

☐ Advance Registration Only (Does not include meals)—$20

Reduced advance rates expire May 29.

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OUR RESPECTS TO . . .

Sanford Charles Cummings

"It's a pleasure to do business with Sandy. He gets things done with a minimum of fuss. I think it's because he knows the mechanics of his job so well and, what's probably even more important, because he knows the people he has to work with so intimately."

That's what the head of the Hollywood office of a New York-based advertising agency with broadcast billings in the multi-million bracket had to say about Sanford Charles Cummings, ABC vice president and director of programs for the ABC-TV Western Division.

There's good reason for Sandy Cummings to know about programming and the people who make it tick. He's been an actor, director, producer, on the stage, in the movies, for radio and television. He's also been a talent agent, a program packager and an advertising agency executive. He knows everyone worth knowing in entertainment and advertising on both coasts and he's apt to know their contractual relationships as well. It all helps in getting the kind of programming that has pushed ABC-TV into rating parity with the other two tv networks, Sandy's associates say.

Coast to Coast ■ A third generation New Yorker (Oct. 31, 1913), Sandy nearly qualifies as a native son of California, for he was only three months old when his theatrical family moved west to help pioneer in a new thing called motion pictures. Sandy was working before the cameras long before he started going to school. When he did, it was to attend a variety of schools and military academies as Sandy, a child of divorce, shuttled back and forth between California and New York.

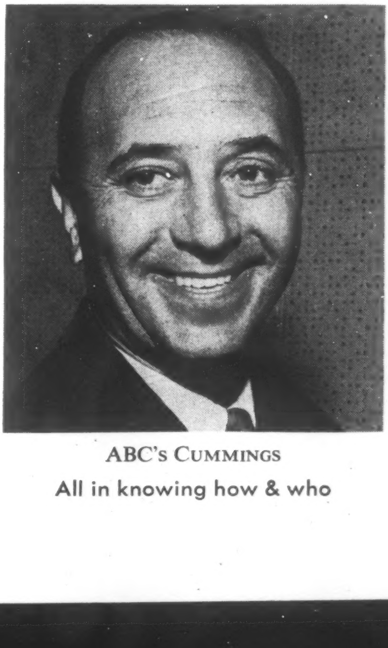
Acting had always seemed more important than books, so in 1932 Sandy left the U. of Southern California for the Pasadena Playhouse. But he didn't stay there long, either. "I was 19 and champing at the bit to get back to New York and 'the theatre,' " he recalled. "So I did and I damn near starved to death. It was in the middle of the depression and I was lucky to land a job in summer stock."

From there it was to pavement pounding in New York and an occasional part on Broadway and frequent radio assignments and back to summer stock again. By 1935 he was associate director as well as an actor with the Lakewood Players of Skowhegan, Me. (The director was Melville Brooke, who also directed the *Lux Radio Theatre.*) Then it was back to Hollywood as an associate producer at Paramount ("strictly B pictures"). In 1936 Sandy went to work for Walter Wanger at United Artists where he produced "Vogues of 1937" ("I keep seeing it on tv") and "Algiers" ("we had Boyer under contract").

Into Advertising ■ Mr. Wanger had a friend who had a friend in advertising, Tom Revere, head of radio for Benton & Bowles, who was looking for a man to open a Hollywood office. Sandy was recommended, interviewed and hired, all by long distance telephone. During the next few years, as B&B's Hollywood representative, he produced *Maxwell House Showboat, Good News* (also for Maxwell House) and other programs starring Joe E. Brown, Jack Haley and Joe Penner.

Young Mr. Cummings, an avid polo player, was an officer in the Cavalry reserve and late in 1939 he was sent to Fort Bliss in the First Cavalry Division and from there to cavalry school at Fort Riley as an instructor. After Pearl Harbor he went overseas with the Second Cavalry, starting in Africa and working up through Italy to Germany, with service in seven campaigns.

Convalescing in Italy, Sandy hobbled down to the beach one day, watched a crew erect antennas for the AEF Radio Service, found his old friend Andre Baruche in charge. As a combat officer, Sandy couldn't get transferred then, but after VE Day, which found him in Bavaria, he was offered (and promptly accepted) the chance to direct operations of the Armed Forces Network in Germany. This meant establishing half a dozen stations, each operated individually. "An ad in *Stars & Stripes* was all that was needed to get us a staff of fully qualified people," he says. The Berlin station opened its inaugural broadcast with Spike Jones' recording of "Der Fuhrer's Face." The Munich station took over what had been the Gestapo headquarters, including a basement wine cellar which was turned into a restaurant, "The Brown Helmet."



ABC's Cummings

All in knowing how & who

In the spring of 1946, after 6½ years of service, Sandy Cummings was back in Hollywood, producing B pictures ("what else?") for Columbia. But with the foreign market broke the movies were feeling poor, so he became an agent, packaging programs for radio and then for tv as this new market for program material opened up. He worked for Sam Jaffe, spent two years with William Morris and then became an independent packager and western advertising representative, handling a few advertising accounts, for which he produced radio and tv commercials, among other chores.

Now With ABC ■ Two years later, when ABC negotiated its initial contract with Walt Disney, Sandy was engaged by ABC as network coordinator at Disney Productions, reporting directly to New York on the progress and problems of *Disneyland,* then also of *Mickey Mouse Club* and *Zorro,* adding up to a total of 6½ hours of network air time a week. In 1958, he moved his office from the Disney lot to ABC's Television Center with a new title, program manager, ABC-TV Western Division. This soon was changed to director of programs and in December 1958 he was elected a vice president of ABC.

Currently single, he lives in a Hollywood apartment. He makes time to ride each day, although he's given up polo as too demanding. He's also discovered deep sea fishing and "I'd like to go in for that if I could find the time," he says. He is a member of the board of directors of the Academy of Television Arts & Sciences and vice president of Radio, Television, Recording & Advertising Charities.

Bill to kill tv

THIS WEEK the Senate Commerce Committee will begin hearings on a bill to kill television as a medium of journalism.

The bill would require all tv networks and stations to give each major candidate for the Presidency an hour of prime time each week for eight weeks preceding the election. The candidates could do anything they wanted to do with the time, and broadcasters would have nothing to say about it.

There are any number of reasons why this is a bad bill:

It is discriminatory. If television must give its facilities to candidates because it enjoys a degree of government privilege, why should not railroads, airlines and bus companies convey candidates on campaigns at no charge? For that matter why should newspapers and magazines not be ordered to carry candidates' propaganda in unedited text in exchange for their second-class mail subsidy?

The bill is confiscatory. Why should the private operators of television networks and stations suffer the loss of displaced advertising and the expense of facilities cost when no other communications medium is ordered by law to do so?

But the most important reason to oppose the bill is this: If adopted, the measure would establish a precedent that would lead to the total corruption of television into a political instrument.

A law compelling television to turn itself over to presidential candidates, for whatever use they wish to make of it, would create the irresistible invitation for other laws giving lesser politicians access to tv.

One of the principal functions of journalism is the collection and distribution of political intelligence. Editing is indispensable to this function. When a communications medium is deprived of the right to exercise judgment in its presentation of political news, it has ceased to be a medium of journalism and has become an extension of the soap-box.

Is television to mature into the primary journalism medium it is technically capable of becoming?

Or will it be nothing more than a tool to be used at the whim of politicians?

The questions at issue in the hearings that begin this week are exactly that serious. Today's broadcaster will be tomorrow's Western Union boy if the case against the time-grab bill isn't strong enough.

They asked for it

IT BEGINS to look as if broadcasting is going to get what some of its principal elements asked for—closer surveillance over programming by the FCC.

Last week the commission announced that it had told its staff to prepare proposed rulemaking governing "broadcast programming practices in general." Translated, the announcement meant that the commission wants to write a formal policy on the extent and application of its authority over what goes over the air.

We'll bet that some mighty important broadcasters will be looking for ways to change their testimony once the proposed rule is announced. If the present mood of the FCC majority prevails, it is probable that the commission will announce its intention to match performance against promise and to require more reports, not fewer, describing what the broadcaster proposes to program and what, if it is a license renewal, he has broadcast in the past.

In defense of that position the commissioners can say that they are advocating nothing more than leading broadcasters themselves advocated, and the commissioners will be right. In testimony during the FCC's program hearings early this year the NAB, ABC, CBS and NBC agreed that the FCC could survey programs as a means of judging the character of applicants. Some said that in renewal applications it was all right for the FCC to match performance against promises in programming.

The FCC has only to make a summary of the testimony of those four organizations and it will have drawn a plan for program control. For how is the FCC to judge character or to match performance against promise without first judging the programming by which it is measuring character and performance?

In this process the FCC cannot say an applicant's character is inferior without first deciding that his programming is inferior. In making the first judgment the FCC will be setting standards that will affect all other licensees and future applicants.

Say that the FCC elects to deny a grant because of "lack of balance" in programming. It must say or at least imply what kind of balance would have been acceptable. That kind of balance from then on becomes the standard for the industry.

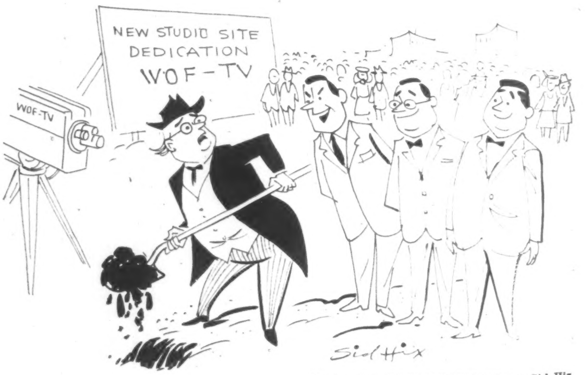
Say that the FCC denies a grant because a station has failed to broadcast "enough" farm news. It must indicate how much farm news would have been enough. At that point that much farm news becomes the minimum that a station can broadcast and keep its license.

Say that the FCC decides that Station A should have broadcast "less" rock and roll or jazz or chamber music. From then on all stations have a ceiling on the volume of rock and roll, jazz and chamber music they can play. Did a rejected applicant fail to air "enough" talk programs? Something more than the number he broadcast becomes the minimum that all stations must use.

In its proposed rule-making the FCC may be expected to speak warmly of the First Amendment and to pledge abstinence from censorship, just as the principal broadcasting witnesses urged it to do.

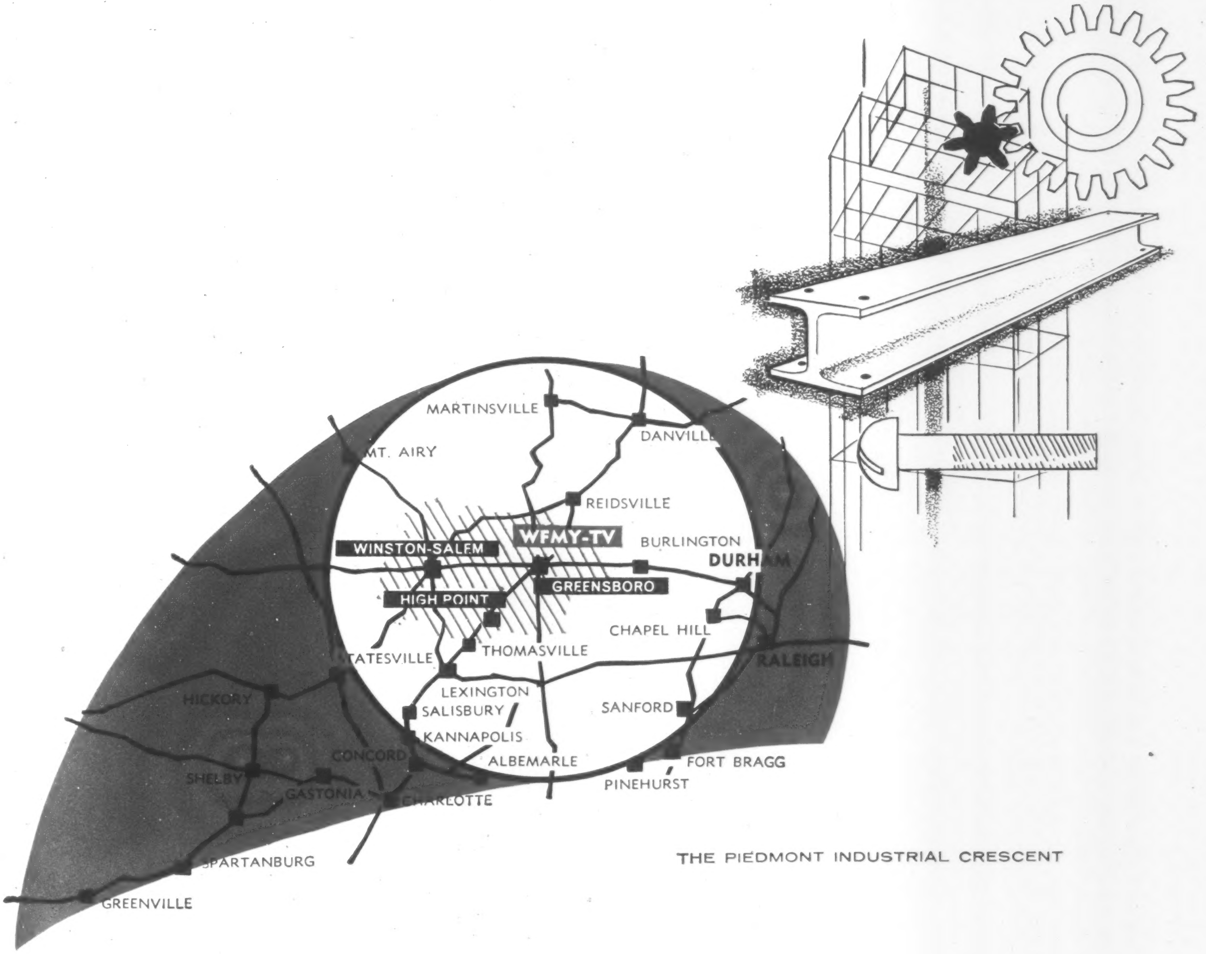
But program control, which the First Amendment outlaws, and censorship, which the Communications Act explicitly forbids, will be the inevitable outcome of the kind of program surveillance that is contemplated.

There are a good many skillful lawyers working for broadcasting. We'd like to see them go to work now to extricate broadcasting from the dead-end into which it was led.



Drawn for BROADCASTING by Sid Hix

"That's real *dirt you're digging up now, Congressman."*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